



SPRING AND SUMMER 1940

Sears, Roebuck and Co.
Chicago

This dress is described on the back cover

Do Your Buying at Sears This Spring for Cash or on Easy Terms

Dress up for Easter, plan your vacation, brighten up the house inside and out . . . there's no need to wait or do without. You can have the things you want and save money at Sears . . . whether you desire to buy for cash or pay out of income. See Page 1038 for Sears Easy Payment Plan.

Nine Great Stores In



It's Spring at Sears—a new season and a great new book for you . . . as big as the first Spring edition and twice as proud.

In every sense, this new Sears catalog is your book. You told us what merchandise you wanted and what you wanted to pay. Then we went to work to give you values exceeding your highest expectations.

You said you wanted a more convenient book to shop in. So we departed with your catalog this Spring—and made it nine great stores instead of one!

There's a separate store for every member of the family. Just as an illustration,



One Great Book

Dad buys his shoes in the *Store for Men*. Mother goes to the *Store for Women and Sewing*, and quickly finds in the *Store for Children*. Clothing, books, underwear and accessories are likewise classified for your convenience in shopping.

Six other stores group merchandise by use. Need fishing tackle? Turn to the *Store for Sporting Goods*. The modern bathroom you've been wanting? It's in the *Store for Home Modernizing*. And so on—quickly, quickly, you can find everything you need.

Yes, this Spring at Sears there's a new, easy way to buy—and literally thousands of new ways to Shop at Sears and Roebuck.





Young and Carefree Fashions . . .

The carefree fashion of Change-about blouses and skirts. Dramatic, long, full sleeves on the seven stripe line Rayon novelty Cape Mouse which blends with the Blue all Rayon Sharkskin skirt, with its 8 girth and slip closed pockets. Sold together or separately—belt comes with outfit only. *Misses' Size Range 12, 14, 16, 18, 20 only. State size.*

F 12717—Blouse. To fit bust 36, 32, 34, 36, 38 in. Shipping wt., 11 oz. **\$2.98**

F 12718—Skirt. Size Range, Page 41. Shipping weight, 12 oz. **\$1.98**

F 12715—Complete outfit. Shipping wt., 1 lb. 3 oz. . . . **\$4.79**

The chic young fashion of a shorter length playblouse with separate panties to match. Specially constructed action sleeves and back, a good skirt. Elastic belt, leather trimmed. Dress sized buttons fastening all down front. Excessively cut panties. Good quality all Rayon Sharkskin. *Misses' Size Range 12, 14, 16, 18, 20 only. State size and color. See trade on Page 11. Shipping weight, 1 pound 5 ounces. Also offered in a fine quality White Pique.*

F 12708—All Rayon Sharkskin in Princess Yellow; White; Cameo Pink **\$3.98**

F 12707—Fine quality Pique White only. Shipping weight, 1 lb. 3 oz. . . . **\$2.98**

The clever new fashion of a striped two-piece playblouse with a reversible slip-front skirt you can wear as a cape—designed exclusively for hours. One-piece shirt-and-skirt with convenient new side opening. A lovely color combination of Rose, Powder Blue, Navy stripes as illustrated. The separate shorts length swing skirt lined throughout in matching plain Blue, too on is a jolly. Fine quality Cotton-Rayon Chambray, never so new this Spring season. *Misses' Size Range 12, 14, 16, 18, 20 only. See Size Scale on Page 41. State size.*

F 12705—Slipp. wt., 1 lb. 7 oz. . . . **\$2.98**



New Slim-Waisted Lines Are Flattering!

The new slim-waisted effect achieved in soft Rayon Jersey, the Spring fabric sensation. Emphasis is on the waistline—a wide-draped pleated effect. Interesting buttons conceal a front slip-closing for sleek fit. Flattering, easy to wear. Skirt fullness falls from front cartridge pleats. Bottle back belt. Shown with Tim Green accessories. *Misses' Size Range 12, 14, 16, 18, 20, 22. State size, color, see Size Scale on Page 12. Slips, etc., 1 & 2 on.*
212 9832—Rose, Black, Powder Blue, White.....\$3.98
212 9835—Rose, Blue, Navy; In Rayon Crepe Romanse.....\$4.98

A more exclusive daisy print, remarkable at such a price, in a dress with slim, young waistline interest. Soft, draped yoke; graceful skirt fullness back and front. Tie back sash. Crown slip-pleat and back neck closing. Best quality printed Rayon French type Crepe, *Junior's Size Range 8, 10, 12, 14, 16, 18 only. State size and color; See Size Scale, Page 12. Slips, etc., 1 & 2 on.*
212 9840—Turquoise ground with Amsterdam; White ground with Red and Yellow; Dark Green ground with Light Green; Navy ground with Aqua and White.....\$3.98

Send post order to Sears nearest. Mail Order House and other postage from them. Orders on these two pages will be sent from our New York Fashion Headquarters.

Matched Accessories In Soft Colors for Elegance

The sculptured lines and beautiful simplicity of this season's new clothes demand the right accessories. The smart woman knows how to dazzle her public, with infinite variety achieved at very modest cost. Take a dress of simple elegance, choose several sets of accessories in the enchanting new colors and change them according to your whim. One day wear the flattering new Rose Coral—the next a subtle Blue Violet or that very individual shade called Tea Green. You'll have more color in your life—more drama in your clothes—more elegance.



Accessory colors in hat, handbag and shoes exactly match. Beautiful new muted palette . . . Blue Violet (shown), Coral Rose as shown on figure at left; also in Pastels (Bright) Red or Tea Green.

The Bag, fine quality suede, softly shined. Size, 11½x14 inches. State shade of color.
18 B 37124—Shipping wt., 1 lb. 4 oz. . . \$2.89

The Gloves, fine suede, full finger seam. Quarter sizes 6 to 7½, also 8. State size and color.
18 B 40614—Shipping weight, 2 oz. . . \$1.89

The Hat, a new twist to form of excellent quality Rayon Bonnetier Crown, New York fashion fit, to wear any time. Measure your head (see Page 28); state color. Shipping weight, 17 ounces.
78 B 94804—Fits 21½ to 22½ inch head.
78 B 94814—Fits 22½ to 23 inch head. Either size, each . . . \$1.98

Elegance personified in this dramatic princess dress, seen as this minute. Tremendously smart Black Regalite, worn of fine lustrous Rayon, completely surrounding Cotton cords. Girded from neck to hem; figure-molding, sleek fit accented by long 'Crown' rip up the back. A perfect dress to wear with smart, colorful accessories and rich dull gold costume jewelry. Simpler self belt included. **Wearer's Size Range** 12, 14, 16, 18, 20 only. State size; see Size Scale on Page 12. Shipping weight, 1 lb. 4 oz.
18 B 94803—Black only . . . \$3.98



Spring Headline News in Navy Blues!

It's new to wear Navy Blue in a slim cut with two rows of deep buttons close together in a 1940 double breasted (high cut) style. Quality in every detail. Molded waistline, wide flare skirt, clipped placket. Of a new handloom, fine quality All Wool Crepe suiting, from a famous mill. Lined with our best quality Rayon Crepe, guaranteed for two years' wear. Colors: Navy Blue or Black. Sizes: Junior 12, 14, 16, 18, 20 only. State size and color; see Size Guide on Page 34B.

17 # 8300—Shipping weight, 3 pounds 5 ounces.....\$8.98

It's new to deliver your Navy Blue coat with touches of crisp White, to have it tailored in the young, 1940 double breasted style, sculptured to a slim waistline, rippling to a wide hem. A superior coat of our finest quality All Wool Worsted Twill, lined with our best Rayon Fauxe Satin, guaranteed for two years' wear. White Cotton Poplin trimmings are easily removable. Colors: Navy Blue or Black. Sizes: Junior 12, 14, 16, 18, 20 only. State size and color; see Size Guide on Page 34.

17 # 8100—Shipping weight, 3 pounds 1 ounce.....\$14.98

The Inside Story of These Glamorous New Fashions

This year, above all others, your corset counts—your lingerie must be right. To be smart, you must have a dramatic silhouette, sleeker than a comet. In the fashion pages that follow, you will see the tremendous importance of the definite, slim waistline that makes your new coat or suit so modern, so young—the new and lovely emphasis on that corseted look, flattering to every woman, every age. Your brassiere should give you a proud, high, sculptured line. Your wrap-waisted slip should be carefully designed to fit without a wrinkle or a bulge. Seams bring off these . . . and fashions designed with perfected fit that you may look your loveliest in 1940.

The Slip keeps the clearest silhouette of the new season . . . follows the line of the new fashions. Slim waisted, ingeniously cut on the bias with straight cut wrap waist to fit beautifully without bulge or wrinkle. Smooth laceless rayon knit, a good quality. Valenciennes lace edging. Pique top seams. Length, 42 inches. Bust Size: 32, 34, 36, 38, 40 inches. Price rise. Shipping weight, 4 ounces.

\$4 0 1764—Tan
\$4 0 1767—White \$4.29
Other Slips, Pages 159 to 161, 179

The Stockings are an important part of the fashion picture. Choose beautiful, gleamingly shiny, in the new varied colors. Classy double-knit silk. Full fashioned. (Color: Neutral Ridge, Rose Shade, Skin Tone, Verton, Tan Ridge. Described on Page 166. Size: 8½, 9, 9½, 10, 10½. Size rise, color. Shipping weight, pair, 1 oz.; 2 pairs, 2 ounces.

\$1 0 861—3-Thread Cope
Pair \$1.00 3 Pairs \$3.90
Other Stockings on Pages 166 to 177

The Corset slimmer at the waist by clever lacing. Lovely cups and center busts with matching details. Elastic upper elastic diagonally shaped for extra tension. Up and down stretch back. Front lightly boned. Tulle side closing. Fits 2 inches above waist and 18 inches under arms. 4 pieces, front two are lace-trimmed. Made in U.S.A. Bust Size: 32, 34, 36, 38, 40, 42, 44, 46 in. Style color and slip, see "Slip to Measure." Page 175.

\$8 0 1761—Slip, w/1, 1 to 1 in. \$3.99
Other Corsets on Pages 162 to 169

The Girdle Brassiere is our new glamorous "Romance" model of lovely cotton lace . . . gentle but firm in its persuasive uplift. The new "Comet" brazen radiates lace for the full high contour of that fashion. Adjustable shoulder straps and elastic back lacing. For Junior Bust Figures.

Bust Size: 30, 32, 34, 36 inches. Size rise. Slip, w/1, 4 in.
\$1 0 726—Made color 87c
\$1 0 727—White 87c
Other Brassieres, Pages 159 to 161



Waistlines make headlines . . . The newest silhouettes of 1940
concentrate interest at the waistline and below . . .

These top-ranking fashions you'll find easy-to-wear, flattering, young.

Peg-Tops and Aprons Are News!

• The Apron Fashion

\$5.98 An intriguing new idea that gives you two dresses in one. Two look, please, more feminine, more charming, whether you tie on the detachable three-tier apron, with its soft long trimmings, or leave it off, and have a beautifully simple belted, graceful dress. Beaded length sleeves, long belted high neckline, perfect with any costume jewelry. (Sleeves not included.) The apron reveals that you, also, look with smart interest at waistline and below. An extra bit of soft material is provided to use when apron is not worn. Crosses up neck and perfect fastening. Heavy, clean, Calumet Rayon Crepe Bonamine, our very best quality. Colors Navy, Black or Turquoise Blue 072. Dresser's Size Range 34, 36, 38, 40, 42 only. Skirt size, color like body. Page 12.

21 x 2000—Sleeve, etc. 1 lb. 4 oz., \$12.98

• The Peg-Top Fashion

\$4.98 The graceful, young line of this pegging shirt is becoming in every season, one of the most flattering fashions ever created. The lovely adaptation we bring to you here as an amazingly modest price lets you have this stunning style while it is selling now in Parkland New York. The soft shirring of the bodice, done in a new way to give fullness at the sides and leave the front smooth . . . the trim, belted waistline, and the easy-to-wear flangey sleeves, and the very-to-wear flangey sleeves, all combine to make you look younger, slimmer and very, very smart. Super fastness in back from neck to below waistline. In our best quality Calumet Rayon Crepe Bonamine, heavy clean, soft in texture. Colors Navy Blue, Fading Blue 068, Turquoise Blue 072, Copper Blue 022. Dresser's Size Range 32, 34, 36, 38, 40 only. Skirt size, color like body. Page 12.

21 x 2000—Sleeve, etc. 1 lb. 4 oz., \$4.98

Send your order to Sears nearest you. Order please, allow postage from there. Please use these two pages sent direct from New York. Merchants allow extra money when to Catalogue following last order page in back of book.



You will love the jacket dresses because they're
complete without their own little coats, charming with them...
You'll love "Miss Charmette" with its own or other jewelry.

Jackets Vie With Jewels

© Dress Plus Bolero

There is no finer, smarter costume in all this great lot of Fashion! Crisp, young-looking, white cottonized! Elegantly forms the collar and entire top of this dress and the collar of the separate bolero. The dress with its slender looking neckline is a darling even without its thin bolero and ready-to-wear jacket. A costume of superb quality that's pretty enough for any occasion and thoroughly practical. One last Calsonex Rayon Crepe Bolero.

Colors: Navy Blue, Black, Copin Blue 199, Brown. Size Range: 12, 14, 16, 18, 20, 22. Also size, color, Size Guide, Page 100.
21 19010—Sleeve, wt., 1 lb. 8 oz., \$4.99

© Miss Charmette 1940

Here is the new version of Miss Charmette—a perfect little dress. Lovely by itself, it is stunning with costume jewelry or other accessories. The handsome neck-line shows is finished at an extra design. Shows the exquisite lines of the dress—its elegant waist, skirt that ripples back and front, new length shown, darts, ruffles, and folds. One last Calsonex Rayon Crepe Bolero.

Colors: Navy Blue, Pinkish Blue 100, Yellow Blue 101, Earth Brown 102, each with new neck-line in gold effect metal. Colors: Blue 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

© Dress with Jacket

One of the craziest, prettiest costumes ever designed, with quickly open to the last detail. A complete dress, with the new by front closing resembling a zipper fastening (see small sketch). Flared skirt, Crown top placket. Thin jacket comes just below the waistline, with a double-breasted front, new and light. Collar on the dress, ruffles and handkerchief pocket, of lace edged and bordered. White Opacity, back and front. One last Calsonex Rayon Crepe Bolero.

Colors: Navy or Black, Brown. Size Range: 12, 14, 16, 18, 20, 22. Also size, color, Size Guide, Page 100.
21 19010—Sleeve, wt., 1 lb. 8 oz., \$4.99

Calsonex Rayon
Crepe Bolero
\$6.98

Calsonex Rayon
Crepe Bolero
\$6.98

Calsonex Rayon
Crepe Bolero
\$6.98

Everything at Store Available
on Easy Terms—See Page 100



Store New Calsonex

This wonderful new device shows you just how VIO would look in all different costumes and accessories—color combinations, making hours over buying and changing colors just Color-Graph at back of book! (Sleeve, wt., 1 lb. 8 oz., 21 19010, \$4.99)



Of course, you want perfection in your dresses . . .

and we, at Sears, have gone to endless pains to provide it for you . . . Perfection of fit, style, finish . . . witness these . . .

Perfect Fashions for You

Partial Jacket
Print Dress
\$4.98



Small Three
Sleeve Crepe
\$3.98

All Rayon French-
Type Crepe
\$2.98

Misses' Size Scale					
Size	12	14	16	18	20
Neck	32	33	34	35	36 in.
Bust	34	36	38	40	42 in.
Waist	30	32	34	36	38 in.
Hips	35	37	39	41	43 in.
Length	40	42	44	46	48 in.



All Rayon
Crepe Jacket
\$4.98

* Tucked to Flatter

Closely tucked all over the bodice, front and back, to make your figure lovely. Beauty neckline caught with ruffles, closed with a zipper in back. Belled waistline. Short skirt, zipper placket. Best quality Colman Rayon French-type Crepe knit.

Colors: Juliet Blue 422, Woodgreen 470, Navy Blue or Persian Blue 500, Moon's Blue Range 14, 16, 18, 20, 22 only. State size, color; this trade below.

\$12.90—Shipping weight, 1 lb. 2 oz. . . . \$4.98

* Young Two-Piece

Brand new two-piece fashion—a remarkable value. Fitted jacket blouse with pretty, new lines; zip closed down front, from top to bottom. White understated organza trimmer. Flared skirt on waistband. Our best All Rayon French-type Crepe. Colors tucked for wear, in a new low-price price. Wash in L.O.C.

Colors: Sage Blue, Sunset Rose, Powder Blue or Navy all with White design. Moon's Blue Range 12, 14, 16, 18, 20, 22. State size, color; this trade below.

\$12.90—Shipping weight, 1 lb. 2 oz. . . . \$4.98

* Dress With Jacket

Young jacket of Colman Rayon Pettie Crepe in plain color, three-quarter dress of a Sears Exclusive Print in our best All Rayon French-type Crepe. Has new high neckline, softly draped for lovely fullness, charming looking waistline. Lovely without jacket—which you can wear with other clothes, too. See small sketch.

Colors: Canon Pink 422 Jacket with Brown and Canon Pink Print Dress; Moonstone Blue 718 Jacket with Navy and Moonstone Dress; Canon Pink 422 Jacket with Black and Canon Pink Dress. Moon's Blue Range 14, 16, 18, 20, 22. State size, color; this trade below.

\$12.90—Shipping weight, 1 lb. 4 oz. Complete . . . \$4.98

* Strapping Stripes

Flattering stripes, ingeniously used to accent the slim waist line. White understated organza collar and cuffs, full flared skirt. The back side, Crepe zip placket. Better quality material than All Rayon Crepe.

Colors: Navy, Persian Blue, Turquoise Blue or Black all with White stripes. Moon's Blue Range 12, 14, 16, 18, 20, 22. State size, color; this trade below.

\$12.90—Shipping weight, 1 lb. 4 oz. . . . \$4.98

PAID FOR

A complete costume beautifully harmonized . . . new as tomorrow . . .

A stunning dress of Sears exclusive Shutter Print, perfect by itself . . .

A coat you may have in two fabrics and wear with anything

An Ensemble to Take You Anywhere

The Perfect Spring Duo

The most important fashion for Spring was Ensemble consisting of a plain color coat worn with a harmonizing print dress. Buy coat or dress separately, if you wish. The result is smart, with any dress, the dress showing off by itself.

The coat comes in two smart fabrics. Cut on the new-cut line, with semi-fitted princess back, soft creases and new wind-tight sleeves. Unlined, buttons in front with a new tie belt, giving you a slim looking waistline. The dress follows Fashion's latest silhouette along princess, crisp, casual lines; soft, feminine ruffles make it correct to wear on any occasion. It is of Crown Tricot All Rayon French-type Crepe in a smart, interesting design, radiative with flow, showing many colored flowers against light-and-dark striped background. The skirt is full, has broad shoulders, and a prong collar. The skirt is pleated in front to follow with every step you take—reminding the darker stripes on new line called "shutter photo"! Dress slip pleated.

Misses' Size Range: 14, 16, 18, 20, 22 only. Size six and only one Size Six on Page 11.

DESSER—Coat of Fine Half Wool Worsted, half Rayon, with our Best Quality All Rayon French-type Crepe Dress Colors: Black coat, Navy coat or Earth Brown (60 cent, each with harmonizing print dress). 21 F1935—Sleeve, wt., 2 to 5 oz. Complete \$39.99

DESSER—Coat of Columns Rayon Pettie Crepe—with our Best Quality Rayon French-type Crepe Dress Colors: Black coat, Navy coat or Earth Brown (60 cent, each with harmonizing print dress). 21 F1931—Sleeve, wt., 2 to 5 oz. Complete \$39.99

OGAT OGGY—New Half Wool Worsted, half Rayon, lightweight, beautifully draped Colors: Black, Navy or Earth Brown (60 cent, each with harmonizing print dress). 21 F1931—Sleeve, wt., 2 to 5 oz. Complete \$39.99

OGAT OGGY—New Quality Columns Rayon Pettie Crepe, dress, completely tailored Colors: Black, Navy or Earth Brown (60 cent, each with harmonizing print dress). 21 F1931—Sleeve, wt., 2 to 5 oz. Complete \$39.99

OGAT OGGY—Our Best Quality Pettie Rayon French-type Crepe Dress Tailored for Wear: Waist is full. Shipping weight, dress, 2 pieces 2 pieces. 21 F1931—Black and White stripes 21 F1934—Navy and White stripes 21 F1937—Brown and White stripes. . . . \$3.99

Send your order to Sears nearest. Mail Order Bureau and other catalogs from Sears. All items on these two pages will be sent direct from New York.

Numbers after color names refer to Color Group following last index page in back of book.





Because nothing is smarter than white...sparked with color...

Because all rayon sharkskin is the whitest white of all...

Because it is sleek, crisp, tailored beautifully, washes easily

You'll Shine in Snowy Sharkskin



WASH IN TUB CARE

Use a tub for washing white sharkskin or the side panel color. Follow washing directions on the Care tag. Your sharkskin frocks will come out sparkling fresh, immaculate, with creases lovely as new.

Color matches color in Color-Snap at back of book.

SEARS PAGE 52 IN

• Slim Princess

\$3.98 White—wonderful white, in a princess dress that's New York's picky and gay! Showlines them all with the glitz of gilt buttons and a full crink skirt. Tiny arched outline cardigan neckline, sleeves and pocket tabs. Zippered half way down front back. Of that super-super smart Rayon Sharkskin, a sleek, smooth fabric, white or gray.
Colors: White or Gray.
Colors: White or Gray. Size Range: 14, 16, 18, 20 only. Side color, color line back below. Skirt, etc., 1 lb. 4 oz. 318 9022..... \$3.98

• Ballerina

\$3.98 White—Battering white, white shimmer-shine full skirt and deep, dip-down pockets. You will look so striking and get so dancing partners in all 50-cv. head turning. Covers up back with closing and pocket. Of our best Rayon Sharkskin in frosty white or Princess yellow.
Colors: White with Red trim or Lt. Princess Yellow 100 with Brown trim. Sizes: Size Range: 14, 16, 18, 20 only. Side color, color line back below. Shipping weight, 1 pound 4 ounces. 318 9022..... \$3.98

• Cardigan Neck

\$2.98 White—dancing white, in a simple round dress for all around the clock. Of frosty cool, smooth Rayon Sharkskin line in lustrous Light Turquoise Blue. Embellishes from cardigan neckline to waist. Skin good all around. Back of Navy and White points dot Rayon French type Crepe.
Colors: White or Lt. Turquoise 100. Sizes: Size Range: 14, 16, 18, 20 only. Side color, color line back below. Skirt, etc., 1 lb. 2 oz. 318 9022..... \$2.98

• Zip Front

\$2.98 White—shining white, in a smart, pretty dress of sleek, smooth Rayon Sharkskin that melts to your figure. The white is long, shiny with a crisp, new flare. Long colored Curve up three third. One meeting side, leather-like appearance. Also lined Blue.
Colors: White with Red or Beige. Size 100 with Brown. Sizes: Size Range: 14, 16, 18, 20 only. Side color, color line back below. Shipping weight, 1 pound 2 ounces. 318 9022..... \$2.98

Junior's Size Scale

Size	8	11	12	13	17	19
Bust	30	32	33	33	35	37 1/2
Waist	21 1/2	22 1/2	23 1/2	24 1/2	26 1/2	28 1/2
Hips	27 1/2	29 1/2	30 1/2	31 1/2	33 1/2	35 1/2
Length	41	42 1/2	43 1/2	44	44 1/2	45 1/2

Misses' Size Scale

Size	12	14	16	18	20	22
Bust	32	34	36	38	40	42
Waist	24	26	28	30	32	34
Hips	33	35	37	39	41	43
Length	40 1/2	41 1/2	42 1/2	43 1/2	44 1/2	45 1/2

Women's Size Scale

Size:	24	26	28	30	32	34	36
Bust:	34	36	38	40	42	44	46
Waist:	28 1/2	30 1/2	32 1/2	34 1/2	36 1/2	38 1/2	40 1/2
Hips:	38 1/2	40 1/2	42 1/2	44 1/2	46 1/2	48 1/2	50 1/2
Length:	44 1/2	45 1/2	46 1/2	47 1/2	48 1/2	49 1/2	50 1/2





The biggest Fashion News in years! We picked flowers from your garden...
Gave them to a famous artist to design these lovely exclusive Prints...
Made them into the Smartest Dresses we've seen... priced them amazingly low

Exclusive Prints... only at Sears

-yours for only

\$3⁹⁸
Each



• Carnations

A beautiful, exclusive two-ton design inspired by carnation picks—soft pastel tones lavishly and tastefully set against richly draped bodices and flowing full skirts with the new wide-waisted waistline effect emphasized by a harmonizing pastel sash with drawstring through slits. Flattering V-necks and cleverly draped sleeves. Of our new (Sears' United All Rayon) French-type Cotton. Green slip pleated lining.

Colors: Navy and white with Monoplane Blue Print; Black ground with Green Pink Print; Brown ground with Green Pink Print.

Measure: Size Range: 12, 14, 16, 18, 20, 22. Size also: Size Range: 12, 14, 16, 18, 20, 22. Size also: Size Range: 12, 14, 16, 18, 20, 22. Size also: Size Range: 12, 14, 16, 18, 20, 22.

11 F 1051.....\$3.98

• Floral Stripes

A line of blossoms suggesting lines of the valley on stripes of blending coloring, beautifully combined. One of Sears' beautiful exclusive prints on our best quality Rayon Clifton, long, soft, lustrous.

See how ingeniously the stripes are used to emphasize the soft lines of the blouse, slim waistline, wrap-in-over collar, full, flaring full skirt. Scarves off the neck (not shown) is included, also Rayon Tulle slip.

Measure: Size Range: 12, 14, 16, 18, 20, 22. Size also: Size Range: 12, 14, 16, 18, 20, 22. Size also: Size Range: 12, 14, 16, 18, 20, 22.

11 F 1052.....\$3.98

• Daisies

Deep rich grounds cleverly contrasted with a field of daisies—our exclusive. Done with the delicacy of an evening, made into a wonderfully becoming dress. High-crowned neckline, very slim and young, full bell finished in back. Many tiny soft, rolled pleats from shoulders to waistline. Full flaring skirt. Two rayon velvet bows on bodice and on outer matching one for your hair, a charming set to line.

Measure: Size Range: 12, 14, 16, 18, 20, 22. Size also: Size Range: 12, 14, 16, 18, 20, 22. Size also: Size Range: 12, 14, 16, 18, 20, 22.

11 F 1053.....\$3.98



• SEARS PAGE 13

Read order to Sears nearest. Mail Order House; allow postage from there. Dresses on these two pages will be sent direct from New York.



It's new to wear simple Casual Clothes with soft, feminine trimming details.

Seers give you the best styles in great variety . . . Four here . . .

More all through the fashion pages . . . Smart, up-to-date dresses you'll enjoy.

The Young and Modern Casual Look



Rayon Seersucker

\$3.98 Pay attention to his playful checks on "Warm Rayon Seersucker"—they make fashion headlined! Exposed pleats for new "Warm Rayon Seersucker" and wide, wide seers give new personality to this check-type dress. Washes like magic—looks practically no ironing! Pattern-like belt. Crown top pleated. Colors: Red-and-White, Kelly Green-and-White, Royal Blue-and-White, or Black-and-White checks. Sizes: 14, 16, 18, 20, 22 only. Style one, only; Size Scale, Page 15. 218 1000—Slipp. wt., 1 lb. 4 oz., \$3.98

Merry Two-Piece

\$3.98 Two is wonderful company for all your impression-making moments. This young look, with its separate Crown top skirt, all round pleated skirt, was inspired by a light pleated dress. Its classic simplicity is something to note home about! Full rubbery textured, from Rayon Buck-ding on a striking white, invitingly equipped that. Colors: Navy Blue, Persian Rose or Royal Blue, all with White dots. Sizes: 14, 16, 18, 20, 22. Style one, only; Size Scale, Page 15. 218 1000—Slipp. wt., 1 lb. 10 oz., \$3.98

Gay Embroidery

\$2.98 Wear this at best in-quarter, with its garlands of gay, colorful embroidery across over the tricky suspenders-like heads and sleeves. Rays from neck to a shimmering neckline. Smart dress brings in a new season. Sizes: 14, 16, 18, 20, 22. Style one, only; Size Scale, Page 15. 218 1000—Slipp. wt., 1 lb. 4 oz., \$2.98

White Lightning

\$2.98 Shimmering across your figure like snow. Truly a smart and striking way of putting you in center new stripes. Broadest shoulders, often waistline, broadest skirt. White pattern—only belt, shirring, buttons. Styling textured from Rayon Buck-ding. Sizes: 14, 16, 18, 20, 22. Style one, only; Size Scale, Page 15. 218 1000—Slipp. wt., 1 lb. 4 oz., \$2.98

The last word in All Rayon Fabrics for 1940 . . tailored so well . . washes in Lux . .

Interesting thick and thin variation of weaves . . rough textured . . crisp feeling . .

Photographed in actual size for the background of this page

Ting-Ling IS NEWS AT **\$3.98** Each



Get a Good Fit by Measuring for It...
Ask Your Store

Don't try to guess your size. Have your body measurements taken over your under-wear at all figure points listed in Size Guide below. Round tape lightly. Order size that corresponds with your measurements. Make no alterations. To save the dress you select return in poly size range. Page 1000 explains how to Measure.

Latex Shirred

No matter how much you wish about, you'll look as cool as crystal in this dyed-and-dressed Ting-Ling and every figure becomes its mistress in unobtrusively Latex-shirred. Body's collar and cuffs edged with handsome look-type lace. Skirt is wonderfully full. Fashion's gay fabric, all Rayon. Ting-Ling is delicious colors. (Page background above: Ting-Ling photographed.)
Colors: Apron Blue, Sunset Rose, Princess Yellow, all with White polka or White with Green print.
Misses' Size Range 12, 14, 16, 18, 20 only. Size and color are the same at left.
2189110—Shipping weight, 1 pound 2 ounces..... \$3.78

New Pockets

A dress to keep you looking smart, young and poised the living day. Easy to wear, because it is a wonderfully interesting style with the cordless neckline, pleasantly full bodice. Ting-Ling skirt has deep pocket on each side, a new idea. Contrasting buttons and hemline the belt. Best quality All Rayon. Ting-Ling (see background of page). Enchanting colors show up the new features. Crown top pleated.
Colors: Capote Blue 722, Sunset Rose 726, Apron Blue 725 or Lt. Coral Rose 495. Miss' Size Range 14, 16, 18, 20, 22 only. Size and color are the same at left.
2189115—Shipping weight, 1 pound 2 ounces..... \$3.78

Print or Plain

The hydrant-contrasted fastening is big news in this soft elegant casual — like the front looks a full length cape. Like the collar you prefer to say color — you can wear it open or closed. A bright contrasting looker like look also through lapels, small side pockets to give you a willing waist. Best quality All Rayon. Ting-Ling is fashionable, widely spaced stripes or plain colors. Misses' Size Range 14, 16, 18, 20, 22 only. Size and color are the same at left. Shipping weight, each, 1 pound 2 ounces.
2189122—Stripes Lt. Coral Rose, Capote Blue, Apron Blue or Sunset Rose each with White stripes \$3.98
2189123—Plain Colors: Capote Blue 725 or Sunset Rose 726. \$3.98

Misses' Size Guide

	12	14	16	18	20	22
Neck	30	32	34	36	38	40 in.
Bust	34	36	38	40	42	44 in.
Waist	24	26	28	30	32	34 in.
Hips	34	36	38	40	42	44 in.
Length	42 1/2	43 1/2	44 1/2	45 1/2	46 1/2	47 1/2 in.





Fashion, always romantic, looks back
to the glamorous past for new designs for today ...
This Spring, inspired by Southern Belles
and the Gay Nineties, you'll look your prettiest

Evening Gowns Are Sentimental

Filmy Net (seated)

\$5.98

"Romance" Here then comes "Who is SHE?" as you make a dramatic entrance in this enchanting evening gown. It might have stepped right out of a Southern belle's wardrobe. Filmy, lustrous Rayon Net overlays you like a cloud. Having below a fine underlinen. Quaintish rayon velvet bows inside in the bodice, outlined by fully contrasting like the lovely neckline. There's a ruffle, matching outer Rayon Taffeta slip, and half-bow to match the bow from our dress. Colors: Aqua Blue 075, Light Blue 018, Pink 008, all with contrasting bows also White with White bows the wedding and graduations.

Wash: Blue Range 12, 14, 16, 18, 20, 22. Length, about 58 in. Size six and under are blue inside on Page 15.

1119101—Slipp. wt., 1 lb. 8 oz. \$5.98

Crisp Rayon Taffeta

\$2.98

"Romance." This sparkling young dress of the quality all Rayon Taffeta is always preferred in broadest with a lovely bow design. The bodice is altered to give flattering fullness, and a pointed up-to-graft makes your neckline look like. Taffeta gives emphasis the heart-shaped neckline, the fabulous bows are Rayon Taffeta. Full puffed sleeves are very new. Extra bows to look in your hair come with the dress. Colors: Aqua 075, Royal Blue 024, Ivory 000, all with contrasting trimmings also White with White trimmings. Wash: Blue Range 12, 14, 16, 18, 20, 22. Length, about 58 inches. Size six and under are blue inside on Page 15.

1119110—Slipp. wt., 1 lb. 8 oz. \$2.98

Send your order to Sears nearest Mail Order House and allow postage from there. Dollars on these two pages and direct from New York. Color numbers refer to Color-Graph following last index page in back of book.



It's an old American Custom to wear cotton... but never before have Cotton dresses had so much glamour. New fashions, for casual or dressy occasions, easy to wear, easy to buy.

Sears Present Quality Cottons



Carol in
Woven Straps
Charmeuse
\$198

Turn Type
Flank Dot
Voile
\$198

Robe Blanche
Floral Print
Sheer Madras
\$198

These two dresses
in Women's Size

Fly Front
Striped
Summer
\$198

Descriptions on Opposite Page

Get a Good Fit by Measuring For It... Each Time You Order. Page 1082 Explains How to Measure

Men's Size Table										Women's Size Table									
Size	12	14	16	18	20	22				Size	34	36	38	40	42	44			
Bust	30	32	34	36	38	40	in.			Bust	30	32	34	36	38	40	in.		
Waist	24	26	28	30	32	34	in.			Waist	24	26	28	30	32	34	in.		
Hip	32	34	36	38	40	42	in.			Hip	34	36	38	40	42	44	in.		
Length	42 1/2	42 1/2	44	44	45 1/2	45 1/2	in.			Length	44	44	44	44	47	47	in.		

Send order for Sears catalog. Mail Order Bureau, after payment from Sears. All items on this page and short from New York. Numbers after color names refer to Color-Depth following last index page in back of book.

Eyelet
Embroidered
Pique
\$198

Cottons went to town when Paris took them up . . . cottons go everywhere

now that New York wears them . . . you'll go places, too, in Sears smart new cottons.

Wear Cotton to Be Fashion-Right



The Dresses on Opposite Page:

Three top-flight fashions continued in our store—the new French, the vogue of flatterling stripes, the important Printed Cotton Dressmaker, our best quality, easy to wash—cottons in fashion. Fly front looks better than buttoned, buttoned yoke back, button-like belt.
Colors: Navy, Green, or White—all with white stripes. Women's Size Range: 14, 16, 18, 20, 22, 24. Size also color. See back on opposite page.
9347—Style size and color. Shipping weight, 1 lb. 3 oz. . . . \$1.98

Heavy women love Modia, that cool, soft-looking, sheer Cotton, so appealing, so feminine, so very pretty in this pastel flower print. Streamlined lines, center entirely made of oppositely-looking flapping, faced skirt, a very lovely dress. Wash it in S.O.S.
Colors: Blue, Lilac, or Rose Flared Prints. Women's Size Range: 14, 16, 18, 20, 22, 24. Size size color. See back on opposite page.
9348—Shipping weight, 1 pound \$1.98

One best women's shawl in smart, multi-colored stripes, a cotton that is highlighted as one of the most important of the season, and in this shawl-like dress, cleverly designed to flatter every figure. The smoothly smart and easy to wear, flatter to match with every dress. Full skirt, standard pockets, button-like belt, easy collar, any buttons.
Colors: Navy Blue or Rose made with Multi-colored stripes. Women's Size Range: 14, 16, 18, 20, 22 only. Size size color. See back on opposite page.
9349—Shipping weight, 1 pound 3 ounces \$1.98

One of the smartest gowns we've seen—and we mean it! You can wear this top young girls' dot dress in town or country, with or without the buttons—equally good either way. White cotton paper revers, low and high, edged with lace for look charm. Our best quality dress fabric they Cotton Vellor, a nice sturdy, comfortable value.
Colors: Black or Navy, Blue. Women's Size Range: 14, 16, 18, 20, 22 only. Size size color. See back on opposite page.
9350—Shipping weight, 1 pound 3 ounces \$1.98

Real understated better quality Cotton Paper is not only cool but extremely lovely in pastel colors and in white, a fashion new and charming. Reminding dress-up dress: flatterling V-neckline, soft pleats below waistline, yoke. Buttons opening all down front, a lace in flatterling. Colors: Navy Blue, White, Princess Yellow, or Sunset. Size Range: 14, 16, 18, 20, 22 only. Size size color. See back on opposite page.
9351—Shipping weight, 1 pound 3 ounces \$1.98

The Dresses on This Page:

Smartest tonight worn gingham of better quality—Cotton's newly important fabric in a young flare skirted dress. Follows the present trend to high style in Cottons! White Cotton Paper collar in wonderful contrast to the navy skirt. Look-like belt. Really all pockets.
Colors: Red Field or Blue Field. Women's Size Range: 14, 16, 18, 20, 22 only. Size size color. See back on opposite page.
9352—Shipping weight, 1 pound 3 ounces \$1.98

Two get two-ways fashions in better quality Woven Gingham of a gay girl—casual smart fashion we've adapted to clever school. Girls young (adults, also fitting, with school years. Can be worn reversibly. Wash in S.O.S. Flatter skirt on waistline.
Colors: Red Field or Blue Field. Women's Size Range: 14, 16, 18, 20, 22 only. Size size color. See back on opposite page.
9353—Shipping weight, 1 pound 3 ounces \$1.98

You're going gaily off to any important occasion in this delightful young dress with a skirt that is flatterling pink and pink around the hem. Flatter reversibly from a trim looking and also-looking waistline. In two smart colors, both trimmed with white cotton piping.
Colors: Blue, Blue or Green printed all with delicate floral print. Women's Size Range: 14, 16, 18, 20, 22 only. Size size color. See back on opposite page. Shipping weight, each, 1 pound 4 ounces.
9354—Superior Quality Floral Cotton Fabric.
9355—Our Best Quality Floral Modia. Skirt \$1.98



All Day Long
Woven Gingham
Field
\$1.98

Blackback
Woven Gingham
Field
\$1.98

White Skirt
Papier or
Shawl Modia
\$1.98

Every dress a beauty! Every dress a bargain!

Hand-picked for style . . . Sear's-picked for value.

And a selection that covers every occasion.

MIRACLES for MISSES!

\$2.98
Each



**Spun rayon
Sail-Along**
\$2.98

Delight and style combined in the tailored dress of the season. The striped top buttons down to waistline and has a smart reversible collar, allowing for becoming fullness. Plain color skirts subtly good. Of all Spun Rayon, Sail-Along—a dull colored fabric. Available in: Red, Green and White stripes with Green skirt; Rosewater and White stripes with Rosewater skirt; Lt. Navy and White stripes with Lt. Navy skirt. *Misses' Size Range: 14, 16, 18, 20, 22 only. Skirt size, color Size Range, Page 18. Shipping wt., 1 lb. 4 oz.*
\$2.98

Outstanding fullness and style in a dress of rayon groupings chosen for the important new look interest. *Rayon's* fullness here in the dainty point patterns, too. Green big back-ends, white and black. One last quality Spun Rayon Dress-type Group, Green Tulle for satisfactory wear. Colors: Navy with Red-and-White point (Red back), Green Blue with Navy-and-White (Black back) or Black with Green-and-White (Green back). *Misses' Size Range: 14, 16, 18, 20, 22 only. Skirt size, color Size Range, Page 18. Shipping weight, 1 lb. 4 oz.*
\$2.98

A lovely lace dress with a luxury look at an economy price! Finest pattern style with a wave of ruffles down the button-trimmed front. Guard from shoulders to hem for the new slim waist, under-skirted line. Good quality Cotton Lace—beautifully patterned. Colors: Navy, Rose, White, Peach Blue, or Navy Blue. *Misses' Size Range: 14, 16, 18, 20, 22 only. Skirt size, color Size Range, Page 18. Shipping weight, 1 pound 4 ounces.*
\$2.98

Young and flattering at a price that's nothing short of a miracle! Very new front fullness in the skirt, allowing at shoulders is repeated above and below a button-trimmed, charming waistline. *Misses' Size Range: 14, 16, 18, 20, 22 only. Skirt size, color Size Range, Page 18. Shipping wt., each, 1 lb. 4 oz.*
All Rayon Pettite Coats
Plain Colors: Powder Blue 120, Persian Rose 120, Navy or Persian Yellow 120.
\$2.98
All Rayon Pettite Coats
In colorful all over lines.
Colors: Turquoise (Lt. Teal) ground, Navy Blue ground, Persian Rose ground or Black ground.
\$2.98

Send order to Sears nearest Mail Order Store; allow postage from there. All items on this page will be sent direct from New York.



**Rayon French
Type Coats**
\$2.98

**Patterned
Cotton Lace**
\$2.98

**Two Fabrics
Print or Plain**
\$2.98



Because Youth is the fashion theme of today...

Because juniors represent Modern Youth at its best...

Because anyone who wears size 9 to 19 may wear Junior fashions...

Sears now present an exciting new idea in lovely clothes

Fashions Preferred by our Junior Jury

About the Turn—

First we sent out inquiring reporters to learn what the younger set of American likes—then we sent stylists to homes where Juniors live. Next, teams went even further—mailed questionnaires to girls all over the country—invited twelve of them to form our Junior Jury—a cross-section of the Young Ideas of America.

We had an enthusiastic response! Girls love to give opinions on clothes. In addition to the twelve whom you see here, scores of others sent in advice, suggestions, preferences. Typical Americans, just like you—school girls, college girls, teachers, house girls, working girls—all with the Junior's young outlook, has keen interest in life, has modern idea of what's what. They told us what a Junior likes to wear—the following pages show you the results.

You see, we at Sears believe that Juniors are not merely a size (which we specialize in fitting), but a point of view. You can be any age, and still be a Junior. If you wear Junior dress, have the young, keen interest in life typical of modern youth. We plan our Junior clothes to be kind to Junior budgets, too—Sears famous values excel themselves in these fashions. And they're all available on Easy Payments—see Page 1038 for details.

Study the size scale below—if you fit into its measurements you're lucky—you can wear Junior clothes—look your age—look alive!



Book 100, page 10
Landscape, 1911
Woodcut



Don't know, says 19
Latter, and "I'm not
satisfied"



Walter C. Brown, age 21
Detroit, Mich.
Student



Charles W. Woodell, age 79,
Bristol, Va.
(Continued)



Andie Flinn, age 17
 Monticello, Cal.
 House



Wanda Kasper, age 30
Folkston, N. C.
Secretary



Billie Lyndon, age 21
 Robert, 18
 Richard



Steve McColl, age 70
St. Petersburg, Fla.
(2008)



Executive Office, age 27
 Little Rock, Ark.
 Singer



Michael Heston, age 12
 Appville, Tenn. Va.
 Knoxville



Pauline Robinson, age 21
New Orleans, La.
Housewife



Lawrence (Richard), age: 14
Lawrenceville, Minn.
High School



Non-graduate students: 1000

Have your measurements taken every time you order, according to directions on Page 1000. If your measurements vary between two sizes, order the nearest size.

	0	1	10	18	27	39
Mean	20	20	21	22	23	24
Median	20	20	21	22	23	24
Standard deviation	1.0	1.0	1.0	1.0	1.0	1.0
Kurtosis	-1.2	-1.2	-1.2	-1.2	-1.2	-1.2
Skewness	0.0	0.0	0.0	0.0	0.0	0.0

Now Turn the Page and Meet the Fashions That We Picked for You, With the Help of the Junior Jury—



Here is the label to look for . . . It proves the garment

to which it is attached meets the preference of American Juniors . . .

That it is one of those new, bright, young Sears fashions

Voted 'Pets of the Junior Jury'

The Dresses on This Page:

★ 'Town Trotter'

"Here's a wonderful dress that I wear with or without the jacket—it's darling either way—gives me that individual, original look. I wear the Colosseum Rayon Pettico Cape jacket with other things, too! The dress is complete when and has a dainty Cordia Lane top with a rousing collar I wear outside my jacket and a Colosseum Rayon Pettico Cape skirt that does something for me! The many gleamy buttons that I feel like an *Empress*! The skirt is very comfy and has a *Cordia* clip. It's lovely!"

Colors: Navy, Black or Faded Blue 622. All with White lace. *Junior's Size Range* 11, 13, 15, 17, 19 only. *State size and color; see Size Guide on Page 128.*
11 8 8100—Shipping weight, 1 lb. 8 oz. \$4.99

★ 'Smoothie'

"The minute I set eyes on this dress I knew I must have it! It's so very fitted, with its long zipper to follow the waistline—the in-back neck shows my waist in just that special fit meant! It's of the best quality Colosseum Rayon Pettico—rich and soft as the good diet drinks out *smoothie*! And the white Rayon *Smoothie* collar is really reserved to keep up a 'space.' *Smoothie*—it's smooth!"

Colors: Navy, Blue 623, Black or Turquoise Blue 624. *Junior's Size Range* 11, 13, 15, 17, 19 only. *State size and color; see Size Guide on Page 128.*
11 8 8100—Shipping weight, 1 pound 2 ounces . . . \$3.99

The Dresses on Opposite Page:

★ 'Daisy Chain'

"I adore two-piece dresses—this one especially! The skirt is flared and has a zip placket—and just one extraordinary on the fitted jacket. The material is heavy *cello* surface. All Sears Rayon *Daisy Chain*—grand for sports or general wear. It doesn't mean *cello*!"

Colors: Aqua Blue 625, Sunset Rose 626, Tropic Gold 627 or Navy Blue. *Junior's Size Range* 11, 13, 15, 17, 19 only. *State size and color; see Size Guide on Page 128.*
11 8 8100—Shipping weight, 1 pound 2 ounces . . . \$3.99

★ 'Cutie Pie'

"My favorite is a soft shirtmaker dress. This darling has *shirring* across the front of the skirt, too *shirring* pockets, zip placket, tailored top, *tee-very* collar!"

Junior's Size Range 11, 13, 15, 17, 19 only. *State size, color; see Size Guide, Page 128. Ship. wt., each, 1 lb. 3 oz.*

All Sears Women Check Buttons
11 8 8100—Black and White, Red and White, Royal Blue and White or Navy Green and White \$3.99

Cover-Necked Rayon *Smoothie* Capes—*cello* lined, quilted point neckline with *cello* lace small detach. (2)
11 8 8107—Capes, Sunset Rose or White grounds . . . \$3.99

★ 'Sugar 'n Spice'

"This is my *best* date and *chance* dress—*also* *waited*, with a *lovely* skirt the *darling*! It's Colosseum Rayon Cape *Smoothie* with a *shirred* point of the Cordia *Net*—back and front! Rayon *Velvet* collar! *luscious* back the *pink*—and the *luscious* all down the front! Zip placket!"

Colors: Navy with Light Blue *pink*. All Powder Blue 710 or All Sunset Rose 626. *Junior's Size Range* 11, 13, 15, 17 only. *State size, color; see Size Guide on Page 128.*
11 8 8100—Shipping weight, 1 pound 2 ounces . . . \$4.99

Send order to Sears nearest Mail Order House, allow postage from there. All items on these two pages will be sent from New York. Sometimes other color names refer to Color Guide following last index page in back of book.



'Smoothie'

\$3.98

'Town Trotter'

\$4.98

Designed according to Junior Jury preferences...to swirl in the shag...
to show off a trim, young figure...to "do something"
for every Junior...To look 1940 down to the very last stitch

Dresses With Plenty of "Oomph!"





It's young to wear clothes expressly designed for Juniors . .

It's modern to buy them on Easy Payments . . See Page 1038

It's smart to choose all-around-the-clock fashions . . So

The Junior Jury Voted "Yes!"



⑧
"Angel Child"
\$29.98
2

⑧ "Angel Child"

"It's my perfect princess dress in flower print, or plaid, with a touch of lace and a rump! The back ends and slip-placket for a fair-weather look. Bared skirt to flatter my dancing!"
Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt size, color: Blue, Navy, Ship. Shipping weight, each, 1 pound 2 ounces.

Plaid: all Rayon French-Tone Colors—Green—Toned
21 1/2 19128—Blue, Green, Aqua or Navy—Green—12.94
Blue Color Calumna Rayon Plaid Color
21 1/2 19129—Black, Plaid—Blue—12.94 or Turquoise Blue—12.94

⑨ "Four Alarms"

"My clothes must be smart! That's why my two-color combination dress with its dream's top, and gilt buttons to top new pet. It's all made of Rayon French-Tone Colors—Green—Toned.
Colors: Capes Blue 722 Top with Navy Skirt, Scarves Red 303 with Royal Blue 334, or Capes Pink 332 with Navy Scarves 303. Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt size, color: See Size Scale on Page 1038.

21 1/2 19127—Shipping weight, 2 pound 2 ounces \$1.94

⑩ "Bunch of Tricks"

"My favorite is this background Princess dress and bolero of Calumna Rayon Plaid—Capes with loads of Rayon French-Tone colors on the jacket. I wear it with or without the tricky jacket—either way it's extra special and extra value."
Colors: Capes Blue 722 Top with Navy Skirt, Scarves Red 303 with Royal Blue 334. Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt size, color: See Size Scale on Page 1038.

21 1/2 19126—Shipping weight, 1 pound 2 ounces \$1.49

These are the dresses on opposite pages

⑪ "Rattle Dazzle"

"My new Rayon French-Tone princess is striped like a pop-purrrrrrrr and just as fun looking too! It has a darling little collar, a tie-back neck, and great swirls! The bow stripes make diamonds in Rayon my Rayon—and make the eye! Green top showing in long on looking slick and smooth."

Colors: Red and White stripes, Royal Blue and White stripes or Kelly Green and White stripes. Junior's Size Range: 9, 11, 13, 15, 17 only. Skirt size, color: See Size Scale on Page 1038.

21 1/2 19125—Shipping weight, 1 pound 2 ounces \$1.49

⑫ "Giddy Galluses"

"Very feminine am I in this dress, with its ribbon and corset lace! The point is a bow in Rayon French-Tone Colors. The exposed effect is like with its yellow on both' ruffles round the back. Green top placket on long my ruffles round."

Colors: Capes Blue, Green, Navy, Aqua Blue or Princess Yellow—Toned—multi-color third point. Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt size, color: See Size Scale on Page 1038.

21 1/2 19124—Shipping weight, 1 pound 2 ounces \$1.49

⑬ "Tops on Tulips"

"Yes, Rayon French-Tone gets my vote—specially when it's a button-down-the-front princess with colorful tulip applique. Shards in 800 white and Lane helps keep it dancing look. Striking finish round the ruffles make the eye! Green top showing in long my ruffles round."

Colors: White only. Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt size, color: See Size Scale on Page 1038.

21 1/2 19123—Shipping weight, 1 pound 2 ounces \$1.49

⑭ "Double Check"

"Open Rayon French-Tone with plain flower and gigantic checks on the skirt—all in one piece. I wear the wide belt—it's so unusual and the more buttons are on! I love the wide flared skirt! My looking lovely! Green top placket for smoothness."

Colors: Aqua top, with Aqua and White plaid (optional) Capes Pink 332 with Navy and Navy plaid, or Capes Blue 722 with Navy and Navy plaid. Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt size and color: See Size Scale on Page 1038.

21 1/2 19122—Shipping weight, 1 pound 2 ounces \$1.49

①
"Four Alarms"
\$29.98
2

②
"Bunch of Tricks"
\$34.98

Read order to from nearest Mail Order House and allow postage from there. Dresses on these two pages sent direct from New York. Number after color names refer to Color-Scale in back of book.



The Junior Jury makes it clear . . . There's nothing colorless
about the Younger Set of America . . . Some like one shade
some prefer another . . . but every girl agrees she wants . . .

"More Color in Her Life!"



①
"Wildly
Colorful"
\$3.98

②
"Tops are
Tulips"
\$3.98

③
"Double
Dance"
\$3.98

④
"Double
Check"
\$3.98

For descriptions of these dresses
see opposite page

The Junior Jury voted unanimously for plenty of inexpensive Dresses

Priced so they could afford enough for a whole season . . .

So we whipped out these for practically nothing flat!

Favorites of the Junior Jury



Look Pretty, please! **\$1⁹⁸**
And why not? only **1^{each}** Any **2 for \$3⁸⁸**

• "HeartThrob"

"Here's a heart! But I wish you'd have it in this darling white All Rayon Shortskirt. You know who she will love the gay heart buttons, the puff sleeves, the full skirt! It's ideal!" "The white sets off the cut too I've wanted for so long—in a pre-teen-and-cream complexion. It's slim and fitted through the top, with a positive crump of a skirt—gives me a lovely figure! The full skirt has a heart shaped buckle in back to mold the waist, and tucking in all—a bright and confident look at my waistline!"

Junior's Size Range: 11, 13, 15, 17 only. **Style only.** Size only. **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

• "Merry Whirl"

"Lots of mirrored prints—the latest trend! Lustrous! Exciting! Perfect! Color and cut of eyes and cotton tangling for that spin-a-spin look. Even a Crochet up apron. Perfect answer to the problem: how to look smooth in two seconds flat!" **Junior's Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

Junior's Size Range: 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

• "Carnival"

"Green stripes in the bodice, for close hugging with my photo without alert of the very out-of-vogue variety. Contrasting buttons and belt, adding to look quite . . . It's a marvelous short-sleeved dress, of Charm Rayon—soft All Rayon." **Junior's Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

Junior's Size Range: 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

• "He Loves Me"

"I don't need to ask the dearest when I wear this dress! Of course he'll love me! And I love the way it's made of wonderful All Rayon Rayon Rayon. That's why he's in that stage and collected my day or two." "I couldn't resist the slim and shapely, so the simple, princess line either. They do have things for my figure. And when I see the dress, I feel like I'm a star—well—just a little bit!" **Junior's Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

Junior's Size Range: 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

"Back Talk" \$1⁹⁸
All Rayon Shortskirt
"It's the 1940 version of my old school—sweeping dress—rippling pleats, buttoned pocket, bow-tie!" **Junior's Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

"Back Talk" \$1⁹⁸
All Rayon Shortskirt
"It's the 1940 version of my old school—sweeping dress—rippling pleats, buttoned pocket, bow-tie!" **Junior's Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.** **Size Range:** 11, 13, 15, 17 only. **Style only.**

Send your order to Sears Roebuck Mail Order House and other postage from there. Dresses on these two pages will be sent to you direct from our New York Fashion Headquarters.

These Junior Dresses are priced to be a pleasant surprise . . .

All made with plackets to fit slim young figures

All blithe and gay and all of that modern miracle fabric, Rayon!

Smart and Thrifty . . . But Definitely!



One would make you happy! **\$1.98**
Two will save you more! **Each Any 2 for \$3.88**

• "Dot Dance"

"This lovely dress makes you look over an arm. When I twist about, the skirt, lined in bright color, whisks after me. Notice that the square neckline and full sleeves have the same contrast beautifully trimmed."

"The old rayon Rayon Rayon has a pattern that designs gliding enough to make anyone feel his head!" (See Page 26 for description of this fabric.)
Junior's Size Range 9, 11, 13, 15, 17 only. White dots, blue dots, Page 27. Shipping wt., 1 lb. 6 oz.
J 14022-Navy with White Dots, Red trim. 2 1/2 lbs. 4 oz. with White Dots, White trim.
J 14023-Navy with White Dots, White trim. 2 1/2 lbs. 4 oz. with White Dots, White trim. 2 1/2 lbs. 4 oz.

• "Princess"

"The most perfect princess dress in the world. I say! Simply simple with nothing to spoil its good lines (or mine)! The neckline has two rows of grosgrain bows, and the full skirt falls just as they wish it."

"... And this fabric is there all Rayon Rayon Rayon! (Described on Page 26) in a new print, you'll love it much as I do. Desires those around-and-around skirts all over it. Gay! Shout! Oh, yes—the skirt falls really when I dance!"
Junior's Size Range 9, 11, 13, 15, 17 only. Blue dots, Blue dots, Page 27. Shipping weight, 1 pound.
J 14024-Cape Blue Dots.
J 14025-Pink Blue Dots.
Each . . . \$1.98

• "Checkers"

"I know I'm right, in this ray dress of chequered checked all rayon Rayon Rayon Rayon! This round, pocket-sleeved dress is so popular in the shape of the following colors: the little buttons are like top hats, and there's a skirt belt to slip in my waist."

"... And this fabric is there all Rayon Rayon Rayon! (Described on Page 26) in a new print, you'll love it much as I do. Desires those around-and-around skirts all over it. Gay! Shout! Oh, yes—the skirt falls really when I dance!"
Junior's Size Range 9, 11, 13, 15, 17 only. Blue dots, Blue dots, Page 27. Shipping weight, 1 pound.
J 14026-Black and White Check with Red trim.
J 14027-Red and White Check with Navy trim.
J 14028-Navy and White Check with Red trim.
Each . . . \$1.98

• "Star Dust"

"I really did want one heavenly party dress of regular length, so I chose this dress above all others. Magnificent with its ruffles and sleeves, the little buttons are like top hats, and there's a skirt belt to slip in my waist."

"... And this fabric is there all Rayon Rayon Rayon! (Described on Page 26) in a new print, you'll love it much as I do. Desires those around-and-around skirts all over it. Gay! Shout! Oh, yes—the skirt falls really when I dance!"
Junior's Size Range 9, 11, 13, 15, 17 only. Blue dots, Blue dots, Page 27. Shipping weight, 1 pound 2 ounces.
J 14029-Navy Blue.
J 14030-Black . . . \$1.98

"Big-Time Jacket" \$2.59

"This is my pet princess dress under a sport of a jacket. Accents the neckline of the neckline with the (black) ruffles, the best placed pattern. It's fun to be feminine when you have so dainty a white underlined ruffled collar and full. The hand skirt shows on the dress body, and even now my cheering will soon read in ruffles of these two fabrics!"
Junior's Size Range 11, 13, 15, 17, 19 only. Blue dots, navy blue dots, Page 27. Shipping weight, 1 pound 4 ounces.

all Rayon Rayon Rayon
(Fabric described on Page 26.)
J 14031-Aqua 670 or Sunset Blue 680.
all Rayon Rayon
J 14032-Black 670 or Black 680.
Each . . . \$2.59

Numbers also refer to color in Color-Graph following the index page in back of book.

CLARE PAGE 25



"What's a Junior's ideal coat?" we asked and the
 buyers helped us pick these two that have everything—
 The casual style, the rugged fabric, the streamlined look . . .

"Perfect" Say Juniors

"Double Dutch"

② "Shades are beautiful, but this one stands out in a crowd! I took one look at those attached Dutch Boy buttons and decided I couldn't live without it! Anyway, I have a very special fashion for double-breasted coats and the broad shoulders—yours are so military! The high lapels are rather smooth, and the better quality All Wool Broadhead-type Tweed is soft as a honey. Of course it's broad, you ally—in Rayon Taffeta! Well, I'm not sure for spring and summer too!"
 Colors: Navy Blue 708, Peacock Blue 508 or Turquoise (L.S. Trail Blue 512).

Junior's Size Range: 11, 13, 15, 17, 19 only. Size 16 on opposite page. Shipping weight, 5 lbs. 5 oz. 17 & 18-19—Bust size, color... \$7.98

"Single File"

"I've found the world's most divine outfit! Fit and trim as a leading outfit, but the skirt is Rayon as a gypsy's! It's single-breasted and has a flaring lapel too. . . and the pocket pockets are different from most—stitch on top, you see! I chose it in a fascinating trend, but there are two other heavenly fabrics—and the shoulders are wonderfully broad without making a quarter-inch of me!"

Junior's Size Range: 11, 13, 15, 17, 19 only. Size 16 on opposite page. Shipping weight, 5 lbs. 5 oz.

Investment Wagon Wheel
 ② 100% Wool, balance Rayon and Cotton . . . color flared and evening. Endless Rayon lining—guaranteed for two years. Colors: Black and White Mixtures or (Rayon 112). Two Mixtures.

17 & 18-19—Bust size, color... \$9.98

Five Quality All Wool Sweats

② Wonderfully soft. Rayon Taffeta. Navy Blue 708 or Peacock Blue 508. Full Size 108 or Turquoise (L.S. Trail Blue 512).

17 & 18-19—Bust size, color... \$7.98

All Wool Broadhead-type Sweats

② Navy blue and white. Rayon Taffeta. Navy Blue 708 or Peacock Blue 508.

17 & 18-19—Bust size, color... \$6.98

Try the fashionable way of adding color—right accessories to these coats. See Page 18.
 Send order to Sears nearest Mail Order House, allow postage from there. Items on these 2 pages sent from New York. Numbers after color names refer to Color Guide.

②
 "Double Dutch"
 \$7.98

②
 "Single File"
 \$9.98
 \$2 down



"There are some things you just can't do without"
say well-dressed Juniors. "You definitely need a suit . . .
and as for a topper, useful is the word for it."

The Junior Jury Calls These "Musts"

① "Whidig"

"I do like business things—that's why this suit is so perfect for me. The lovely warm-white white cotton gives color to clarity, and the white flower buttons have a lovely look. My hair makes these things! My waist looks fine, too, slipped in by the ladder-like belt! The skirt is full and the shoulders are quite easy—ding!" *Widley (Suits, 1975, Ward, balance Cotton, lined with Rayon Satin guaranteed for two years.*

Colors: Navy Blue (19 only), Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt also, see Size Scale below.

17 1 10471—Slops, wt., 3 lbs. 4 oz. \$19.98

② "Any Time"

"I like to sports clothes! Give me trend—any time . . . like this new suit—40% Wool, balance rayon and cotton—looks premium—but it's independent! It's beautiful with forward shoulders, double breasted, with nice pockets! But the best part is the collar—and the velvet is really impressive, and really finished underneath!" *Rayon Tulle Skirt.*

Colors: Black and White Tuxedo or Brown and White Tuxedo.

Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt also, see Size Scale below.

17 1 10472—Slops, wt., 4 lbs. . . . \$17.98

③ "Heavy Date"

"You know THIS perfect suit is all wool flannel. The jacket is double-breasted with two jacket buttons, pockets up high and two rows below. The skirt is buttoned and very elegant. Watch closely now! Wear them together—a true place dress! With blouse—your own choice! Fine tailoring, and a Country glaze!"

Colors: Navy Blue (19), Persian Blue (19), or Tuxedo (19). Tuxedo: Navy Blue (19), Persian Blue (19), or Tuxedo (19).

Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt also, see Size Scale below.

17 1 10473—Slops, wt., 3 lbs. 4 oz. \$19.98

④ "Tip Top"

"Here's the suit I want from down to DARE! It looks wonderful and very fine—even an evening gown! It's absolutely—by design—taper designed just the girls want. The collar is ribbed from top to bottom, and those great buttons trim each patch pocket! The all wool flannel flares has a great-blown look—it looks and feels divine!" *Lined in Rayon Tulle.*

Length: about 1975 inches.

Colors: Natural (19), Tuxedo (19), Tuxedo (19), Tuxedo (19), or Persian Blue (19).

Junior's Size Range: 11, 13, 15, 17, 19 only. Skirt also, see Size Scale below.

17 1 10474—Slops, wt., 3 lbs. 2 oz. \$19.98

Junior's Size Scale: Coats, Dresses, Suits
Get a good fit by measuring by the—put one
foot under. Page 1022 includes Size to 14 inches.

Size	11	13	15	17	19
Neck	27 1/4	28	29	30	31
Waist	31 1/4	32 1/4	33 1/4	34 1/4	35 1/4
Hip	34 1/4	35 1/4	36 1/4	37 1/4	38 1/4
Length	41	42	43 1/4	44 1/4	45 1/4
Back length	32	33	34	35	36

All sweater coats are 3 inches shorter.



These dresses are made just for you in *Perfect-Fit* sizes 16W to 26W . . . styled to make you look Younger and give you flattering Height!

Never leave the Fashion Forum for Shouter Women: ... how to make you look Younger and Fuller! We put curls down to fit your oval style! It's better you do these 3 vital points of the crown.

Illustration Medium is not directly beyond work in both, and is not the strongest work, especially when used alone.

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Journal of Internal Medicine 247: 115–121

It's best proportions are almost equal from head to hip and it starts new growth, pounds in place, and he gives you growth and levelness and add to your balance.

530

100

[illegible][illegible]

8398 Semi-shear Hemlock
Bayon, a Queen among
fashions, bewitches this
floral printed dress! One-kind appeal
...one-of-your-kind appeal! Delightful
textures and colors, good-for-giving
green and bright, soft fabric evoked
swirls like in a fast new idea!

Colors: Navy, Lt. Blue, White
patterns, with colorful floral print.
Bust: 32"-34" (32"-34")
Length: 36"-38", 38"-40", 40"-42", 42"-44"
Size: 12-14, 14-16, 16-18, 18-20, 20-22
\$19.95 (40%)-\$29.95 (40%)

8399 Semi-shear Hemlock
Bayon, a Queen among
fashions, bewitches this
floral printed dress! One-kind appeal
...one-of-your-kind appeal! Delightful
textures and colors, good-for-giving
green and bright, soft fabric evoked
swirls like in a fast new idea!

Colors: Navy with White and only
floral print. 1 piece 2 colors.
\$19.95 (40%)-\$29.95 (40%)

Don't guess your size. Have your measurements taken at all figure points listed in Size Guide below. Hold tape snug. Under size that corresponds with your measurements. Make no alterations. Be sure the dress you select comes in your size range. Page 1002 explains How to Measure.

Year	1994	1995	1996	1997	1998	1999
Births	88	87	88	81	83	81
Deaths	29	31	32	32	37	37
Change	59%	56%	56%	49%	46%	44%
Population	4.0	4.0	4.0	4.0	4.0	4.0

Physicians often advise women with the Ovarian Cyst Syndrome that taking more of these

Dresses for parties, sports, travel and everyday wear!

Buy to your heart's content . . . Don't stint yourself . . .

Whole wardrobes are available on Easy Payments . . . See page 1036

A Wardrobe of Perfected-Fit Dresses



• Sail-Along

\$2.98

"Get into gear!" . . . says Fashion this season. And this just-drawn-in-the-waist type for the shorter figures is in it! Bottoms right up, from hemline to under-line; easy to put on and easy to guess. How long please, with fullness just the best. In Sail-Along Navy, Brown, Print, Rayon, fully-lined fabric! Colors: Colored print on Navy Blue, Navy, Brown or White ground. Shorter Women's Size Range: 16 1/2, 16 3/4, 17 1/2, 18 1/2, 19 1/2, 20 1/2, 21 1/2, 22 1/2, 23 1/2, 24 1/2, 25 1/2, 26 1/2, 27 1/2, 28 1/2, 29 1/2, 30 1/2, 31 1/2, 32 1/2, 33 1/2, 34 1/2, 35 1/2, 36 1/2, 37 1/2, 38 1/2, 39 1/2, 40 1/2, 41 1/2, 42 1/2, 43 1/2, 44 1/2, 45 1/2, 46 1/2, 47 1/2, 48 1/2, 49 1/2, 50 1/2, 51 1/2, 52 1/2, 53 1/2, 54 1/2, 55 1/2, 56 1/2, 57 1/2, 58 1/2, 59 1/2, 60 1/2, 61 1/2, 62 1/2, 63 1/2, 64 1/2, 65 1/2, 66 1/2, 67 1/2, 68 1/2, 69 1/2, 70 1/2, 71 1/2, 72 1/2, 73 1/2, 74 1/2, 75 1/2, 76 1/2, 77 1/2, 78 1/2, 79 1/2, 80 1/2, 81 1/2, 82 1/2, 83 1/2, 84 1/2, 85 1/2, 86 1/2, 87 1/2, 88 1/2, 89 1/2, 90 1/2, 91 1/2, 92 1/2, 93 1/2, 94 1/2, 95 1/2, 96 1/2, 97 1/2, 98 1/2, 99 1/2, 100 1/2, 101 1/2, 102 1/2, 103 1/2, 104 1/2, 105 1/2, 106 1/2, 107 1/2, 108 1/2, 109 1/2, 110 1/2, 111 1/2, 112 1/2, 113 1/2, 114 1/2, 115 1/2, 116 1/2, 117 1/2, 118 1/2, 119 1/2, 120 1/2, 121 1/2, 122 1/2, 123 1/2, 124 1/2, 125 1/2, 126 1/2, 127 1/2, 128 1/2, 129 1/2, 130 1/2, 131 1/2, 132 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• Redingote Type

\$3.98

One of the most things a shorter woman needs is to change a Redingote-type dress. Its up-and-down lines and easy flaring give the figure grace, poise, balance. This dress combines plain-colored Celanese Rayon Petticoat with polka-dotted Rayon French-type Coats. Colors tested. How to fashion the adjustable necktie. Colors: Navy or Black, each with White Polka dot. Shorter Women's Size Range: 16 1/2, 16 3/4, 17 1/2, 18 1/2, 19 1/2, 20 1/2, 21 1/2, 22 1/2, 23 1/2, 24 1/2, 25 1/2, 26 1/2, 27 1/2, 28 1/2, 29 1/2, 30 1/2, 31 1/2, 32 1/2, 33 1/2, 34 1/2, 35 1/2, 36 1/2, 37 1/2, 38 1/2, 39 1/2, 40 1/2, 41 1/2, 42 1/2, 43 1/2, 44 1/2, 45 1/2, 46 1/2, 47 1/2, 48 1/2, 49 1/2, 50 1/2, 51 1/2, 52 1/2, 53 1/2, 54 1/2, 55 1/2, 56 1/2, 57 1/2, 58 1/2, 59 1/2, 60 1/2, 61 1/2, 62 1/2, 63 1/2, 64 1/2, 65 1/2, 66 1/2, 67 1/2, 68 1/2, 69 1/2, 70 1/2, 71 1/2, 72 1/2, 73 1/2, 74 1/2, 75 1/2, 76 1/2, 77 1/2, 78 1/2, 79 1/2, 80 1/2, 81 1/2, 82 1/2, 83 1/2, 84 1/2, 85 1/2, 86 1/2, 87 1/2, 88 1/2, 89 1/2, 90 1/2, 91 1/2, 92 1/2, 93 1/2, 94 1/2, 95 1/2, 96 1/2, 97 1/2, 98 1/2, 99 1/2, 100 1/2, 101 1/2, 102 1/2, 103 1/2, 104 1/2, 105 1/2, 106 1/2, 107 1/2, 108 1/2, 109 1/2, 110 1/2, 111 1/2, 112 1/2, 113 1/2, 114 1/2, 115 1/2, 116 1/2, 117 1/2, 118 1/2, 119 1/2, 120 1/2, 121 1/2, 122 1/2, 123 1/2, 124 1/2, 125 1/2, 126 1/2, 127 1/2, 128 1/2, 129 1/2, 130 1/2, 131 1/2, 132 1/2, 133 1/2, 134 1/2, 135 1/2, 136 1/2, 137 1/2, 138 1/2, 139 1/2, 140 1/2, 141 1/2, 142 1/2, 143 1/2, 144 1/2, 145 1/2, 146 1/2, 147 1/2, 148 1/2, 149 1/2, 150 1/2, 151 1/2, 152 1/2, 153 1/2, 154 1/2, 155 1/2, 156 1/2, 157 1/2, 158 1/2, 159 1/2, 160 1/2, 161 1/2, 162 1/2, 163 1/2, 164 1/2, 165 1/2, 166 1/2, 167 1/2, 168 1/2, 169 1/2, 170 1/2, 171 1/2, 172 1/2, 173 1/2, 174 1/2, 175 1/2, 176 1/2, 177 1/2, 178 1/2, 179 1/2, 180 1/2, 181 1/2, 182 1/2, 183 1/2, 184 1/2, 185 1/2, 186 1/2, 187 1/2, 188 1/2, 189 1/2, 190 1/2, 191 1/2, 192 1/2, 193 1/2, 194 1/2, 195 1/2, 196 1/2, 197 1/2, 198 1/2, 199 1/2, 200 1/2, 201 1/2, 202 1/2, 203 1/2, 204 1/2, 205 1/2, 206 1/2, 207 1/2, 208 1/2, 209 1/2, 210 1/2, 211 1/2, 212 1/2, 213 1/2, 214 1/2, 215 1/2, 216 1/2, 217 1/2, 218 1/2, 219 1/2, 220 1/2, 221 1/2, 222 1/2, 223 1/2, 224 1/2, 225 1/2, 226 1/2, 227 1/2, 228 1/2, 229 1/2, 230 1/2, 231 1/2, 232 1/2, 233 1/2, 234 1/2, 235 1/2, 236 1/2, 237 1/2, 238 1/2, 239 1/2, 240 1/2, 241 1/2, 242 1/2, 243 1/2, 244 1/2, 245 1/2, 246 1/2, 247 1/2, 248 1/2, 249 1/2, 250 1/2, 251 1/2, 252 1/2, 253 1/2, 254 1/2, 255 1/2, 256 1/2, 257 1/2, 258 1/2, 259 1/2, 260 1/2, 261 1/2, 262 1/2, 263 1/2, 264 1/2, 265 1/2, 266 1/2, 267 1/2, 268 1/2, 269 1/2, 270 1/2, 271 1/2, 272 1/2, 273 1/2, 274 1/2, 275 1/2, 276 1/2, 277 1/2, 278 1/2, 279 1/2, 280 1/2, 281 1/2, 282 1/2, 283 1/2, 284 1/2, 285 1/2, 286 1/2, 287 1/2, 288 1/2, 289 1/2, 290 1/2, 291 1/2, 292 1/2, 293 1/2, 294 1/2, 295 1/2, 296 1/2, 297 1/2, 298 1/2, 299 1/2, 300 1/2, 301 1/2, 302 1/2, 303 1/2, 304 1/2, 305 1/2, 306 1/2, 307 1/2, 308 1/2, 309 1/2, 310 1/2, 311 1/2, 312 1/2, 313 1/2, 314 1/2, 315 1/2, 316 1/2, 317 1/2, 318 1/2, 319 1/2, 320 1/2, 321 1/2, 322 1/2, 323 1/2, 324 1/2, 325 1/2, 326 1/2, 327 1/2, 328 1/2, 329 1/2, 330 1/2, 331 1/2, 332 1/2, 333 1/2, 334 1/2, 335 1/2, 336 1/2, 337 1/2, 338 1/2, 339 1/2, 340 1/2, 341 1/2, 342 1/2, 343 1/2, 344

Youth Movement in Women's Fashions

Anne Williams, Sears style adviser, says "A woman is as young as she looks . .

and there's no better way to look young than to wear dresses like these"—



Women's Size Scale

Get a Good Fit By Measuring for It . . . Start From Top/Under, and take size that corresponds with your measurements. Be sure the dress you select comes in your size range. Page 1932 explains how to measure.

Bust	34	36	38	40	42	44	46
Waist	24	26	28	30	32	34	36
Length	54	56	58	60	62	64	66

Here Colleen shows you how to combine colors of costumes and accessories the way Sears stylists recommend. The Colleen is described on Page 16 and costs only \$16.

Boleros are Becoming

\$6.98 The perfect bolero pattern for a woman—chosen above all others by our style adviser, Anne Williams. For its simplicity and pleasing lines, the dress is designed to make you look noticeably slimmer with its tucked bodice and softly draped skirt. For pleats. There's nothing like the white embroidered apron Colleen Pique to light up your complexion; so we have it in a just low on the dress, and wide across the shoulders. Carefully finished in our dress quality Colleen. Rayon Crepe Roman—rich, soft-draping! You can wear the dress without the bolero—and the bolero will be charming next to your dress on a white frock. Together they make a perfect all-around costume.
Colors: Navy Blue or Black. Women's Size Range: 34, 36, 38, 40, 42, 44 only. With size, navy blue dress on left.
2112 P400—Slops, wt., 1 lb. 8 oz., Executive . . . \$4.98

Two-in-One Dress

\$4.98 "A woman is just as interested in smart, new, young ideas as anyone else," says Anne Williams, our style adviser. So she gives you the two-in-one dress, with its detachable topper in a contrasting color, and a neckline. The topper is striped, button-trimmed, and has in a charming V—bottoms on at shoulders, buttons in back. Without it you have a basic dress to wear with its own "Luna Flower" neckline and soft belt, both included (see small view). Dress has Green tips at back of each neck at pleats. Our best Colleen Rayon Pique Crepe. Colors: Navy with Capes Blue 722 trim, Navy Blue 514 with Capes Pink 452, or Navy Brown 382 with Capes Pink 452. Women's Size Range: 34, 36, 38, 40, 42, 44 only. With size, navy blue dress on left.
2112 P400—Slops, wt., 1 lb. 8 oz., Executive . . . \$4.98

Designed to give slenderness and height . . . to flatter women of sizes 34 to 44 . . .
Priced economically . . . available on Easy Terms . . . see page K038

You're as Young as You Look

[illegible]

\$2.98 Beautifully simple lace in a magnificent grid design, designed to shimmer. Fully adorned to enhance your ensemble, give fellows to fantasize. Three braided 7 strands, having good style. Best quality. Remberg Bayon. Smart style. Best workmanship, superlative value.

Colors: Navy, White, Powder Blue or Rose pinkish, all with White grid. Women's Size Range: 34, 36, 38, 40, 42, 44 only. Size chart, instructions. Pages 56. Shipping weight, 1 pound 11 ounces.

[illegible]

\$4.98 An exciting price for a small, low-price costume! Show-stopped shoes with twisted laces, all-around band, white Cotton Pique collar, clip placket. Young trends noted in a dancing leopards. Colors Teal All Bayes French-style Clogs, shoes with pointed nose as best for this dress. Walk in Zoo.

Colors: Navy Blue, Fuchsia Blue or Smoky grey. All with White Trim. Women's Size Range 36-42. Men, 40-42, 44-46. Size also, small. Size, Page 203. Sloggs, w. 1 lb. 4 oz.

21-P232—Dress and Jacket. Size



Modern living brings about a new fashion for women...Young, informal,

modestly priced dresses...Available on Easy Payments...See Page 1038.

\$3⁹⁸
Each

Dresses for Today and Tomorrow



◎ Plain or Print

Bring white touches on this useful, easy-to-wear and very fashion-wise dark dress, belted and featuring wide shirring, neck, great smart way to the new-wrapped waist, flower-embroidered, Roman Imperial collar and cuffs trimmed with embroidered organza, lace-trimmed.

Women's Size Range 34, 36, 38, 40, 42, 44 only. Size also, color, line leads on Page 30. Shipping weight, each, 1 lb. 10 oz.

Better Quality Calicoes
Cotton-Polyester Crepes

210-0020—Navy or Black.....\$3.98

Printed Roman French-type

Cotton-Crepe Twill

210-0022—Navy or Black grounds with
Colorful Print.....\$3.98

◎ Lovely Lace

You'll wear it over and over when you want to look best—this beautifully rich looking Cotton Lace, the pattern outlined with Rayon—a perfect fabric for a perfect dress! Shimmering and lustrous with belted softly full, wide skirt radiating for a trim, slim look. Flaring skirt. Colors: Cameo Pink, Powder Blue, Natural Beige or Navy. Women's Size Range 34, 36, 38, 40, 42, 44 only. Size also and color on line leads on Page 30. Shipping weight, each, 1 pound 6 ounces.

210-0021.....\$3.98

◎ Sharkskin!

Flattering style, flattering fabric—check, gleaming sharkskin in the most exciting button-down-the-front dress you've seen in ages! It's the season's most wanted fabric—our best quality Rayon Sharkskin. Striking medium notched collar and cuffs. Such a full, trimmable! Colors: White or Light Turquoise Blue 60. Women's Size Range 34, 36, 38, 40, 42, 44 only. Size also and color on line leads on Page 30. Shipping weight, each, 1 pound 6 ounces.

210-0040.....\$3.98

◎ Sail Along

Wine for town, travel, and sail—this two-piece dress will be the star of your wardrobe. Tailored jacket with pocket-effects and notched seams. Flared skirt. Colors: any pleated. Navy featured Spun Rayon. Sail-along in your pet Poodle dog print. Colors: Navy, Copper Blue, Turquoise. Perfect Boat—off with White dots. Women's Size Range 34, 36, 38, 40, 42, 44 only. Size also, color, line leads Page 30. Ship. wt., 1 lb. 4 oz.

210-0041.....\$3.98

Anne Williams says: It takes a beautiful print to make a beautiful dress
 so I have chosen these becoming styles in designs I honestly consider

The Loveliest Prints in the World

Figure Magic \$3.98
 18 in. length means 18 years in this subtly detailed dress. Navy exclusive seagull print in soft new 1940 cuttings. Sweet, young, front-thighed skirt, with smart grille that fits in back. Ocean rim placket. All Rayon French-type Cops, Green-Tinted. Women's Size Range: 34, 36, 38, 40, 42, 44. (Size size, New York, Page 35, Hops, etc., 1 lb. 6 oz. 31 1/2 1940). Pattern lines ground in hand with 1/2" round-top Blue. 31 1/2 1941. Two pieces. Blue ground with Rose and White. 31 1/2 1942. Topaz Gold ground with Brown and Green. 31 1/2 1943

Round-Town \$3.98
 A new-everywhere crowd? Confounding stitching and finishing down the front of the dress secret long, slanting lines. Unconquered neckline. Patent leather-like belt. All Rayon French-type Cops. Green-Tinted for men. Colors: White ground with Kelly Green; Persian Blue ground with White; Ocean Blue ground with White; or Aspen Blue ground with White. Women's Size Range: 34, 36, 38, 40, 42, 44. (Size size, color) per Size Scale on Page 35. Shipping weight, 1 pound 5 ounces. 31 1/2 1943. 31 1/2 1944

Tea for Two \$5.98
 An entrancing as a twin print, reflecting an ensemble. Subtly inspired by a New York fashion hit. The side-sash dress, with a skirted neckline is of the Rayon Chiffon in a low-cut print that exactly matches its Green-tinted Rayon French-type Cops rim. Rayon grosgrain ribbon bow and binding. Women's Size Range: 34, 36, 38, 40, 42, 44. (Size size) per Size Scale on Page 35. Hops, etc., 1 lb. 6 oz. 31 1/2 1940. Two with White Print 31 1/2 1941. Navy with White 31 1/2 1942. Blue with White. 31 1/2 1943

Send your order in Stamp and Mail Order House and allow postage from there. Dresses on these two pages will be sent direct from our New York Fashion Headquarters.



- ★ Famous Semi-Sheer Spun Rayon Fabric
- ★ Prints Exclusive With Stars
- ★ Crown Tested, Laboratory Tested
- ★ Never Before in Dresses Under \$29.95—
in such Top-Notch Fashions Worth \$39.95

for
2³⁹
Each

Four Stars! Dresses of *Tissuspun*



Tissuspun is a wonderful all spun Rayon fabric famous for quality. It is semi-sheer, has a beautiful, soft feel, washes beautifully in LUX, is Crown tested for satisfaction, resists wrinkles and is suitable for all seasons wear.

★ Sheer Flattery

A hidden crevice that does more than the every woman, carried out in marvelous simplicity all spun Rayon *Tissuspun* in a *Sheer* exclusive design—a sweet daisy print to meet this season. The deep V-neckline, softly draped bodice, made all eyes follow, and full skirt all make it easy to wear, *Flower* treatment. Wash in Lux.

Colors: Opus Blue-ground, deep ground, or Rose ground, each with colorful daisy print. Size also and only one size (fits on Page 35). Skirt, wt., 1 lb. P 10144—Women's Size Range 30, 32, 34, 36, 38, 40, 42, 44 only. \$1.39 P 10147—Men's Size Range 32, 34, 36, 38, 40, 42, 44, 46, 48, 50 only. \$2.69

★ Princess Style

The tapered shaped yoke of crisp uncolored white organza and cotton lace gives a becoming princess touch. Wisely fitted princess dress is designed to give your figure the new head-on effect at the waistline. Makes you look radiantly fresh and young! The lace only, scarcely noticeable. Our lovely dress all spun Rayon *Tissuspun* in a colorful dot and floral print, exclusive with Sears. Wash in Lux.

Colors: Blue Range 12, 14, 16, 18, 20 only. Size also one size (fits on Page 35). Skirt, wt., 1 lb. P 10149—Women's Size Range 30, 32, 34, 36, 38, 40, 42, 44 only. \$2.39 P 10150—Men's Size Range 32, 34, 36, 38, 40, 42, 44, 46, 48, 50 only. \$2.39

★ Classic Casual

A classic that is always in style new comes to you in the 1940 style. Unmistakable all the preferences with the becoming new corded neck, a button fastened front, and cute make-believe belt pockets. Full-cut, fitted skirt concludes a perfect silhouette—absolutely fashion-right, and naturally flattering! Soft, semi-sheer, all spun Rayon *Tissuspun* in Rose exclusive school-girl checks.

Colors: Blue Range 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50 only. Size also one size (fits on Page 35). Skirt, wt., 1 lb. P 10151—Women's Size Range 30, 32, 34, 36, 38, 40, 42, 44 only. \$2.39 P 10152—Men's Size Range 32, 34, 36, 38, 40, 42, 44, 46, 48, 50 only. \$2.39

★ Lovely Lady

There's a quality look to every detail of the following small dress! Every all the way down, easy to go into, easy to open. Becoming neckline and button-trimmed sleeves play in harmonizing color. Long shimmering necks lead soft fullness in bodice and voluminous pleats on skirt, both, and, also, also spun Rayon *Tissuspun* in a gay and colorful small design adapted from Persian patterns. Women's Size Range 30, 32, 34, 36, 38, 40, 42, 44 only. Size also one size (fits on Page 35). Skirt, wt., 1 lb. P 10153—Women's Size Range 30, 32, 34, 36, 38, 40, 42, 44 only. \$2.39 P 10154—Men's Size Range 32, 34, 36, 38, 40, 42, 44, 46, 48, 50 only. \$2.39

All fine Essex fabrics! Variety to suit everyone!

Record Breaking Budget Beauties



Choose From This **\$1⁹⁸**
Smart Quartet At **Each** Any **2** for **\$3⁸⁸**

Yellow Navy Blue with Pink Polka Dots or Inverted Navy with White Polka Dots. *Midway* Star Ranger: 12, 14, 16, 18, 20 only. *Star* also, color, Star Dots below. *Stargazer*, W.L., co., 1 St. 4 co. 214 AUSTIN, Pa. 4129

71-4441-1—Open PHS with
Navy and White trim on
Fennec Yellow DR with
Navy and White trim. \$1.00

For dress-up occasions
Beautifully simple and becoming is the new all-purpose—modeled to give a slender waistline, ruffling with below, front fullness in unpressed pleats. Hand-kerchief matches bow on belt, harmonizing with the charming new shiny point on new good quality All Rayon French-type Coats. Colors: Capri Blue, Wine or Green. Sizes: 16, 18, 20, 22. \$14.95.

♂ A striped Bayou
heron that looks like
Chambers, more in a form.
Observe the double row of
feathers, several white
fees, also young culms,
vireo suff. feathers, tail
cocked effect, light pointed
culm, head and breast.
Squarred shoulders, wing
glance, black bar.
Color: White ground with
Green stripes on White
ground with ls. Navy Blue
stripes. *Stamps*: New Mexico
22, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830,

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Dreyer and Bullock

Complex and charming dress with
sleeves, button jacket, which can
open over with, offset skirt, with
very new ruffled trim panel, dark
with white design, the bodice white
with exactly the same panel in the
center, and a very smart point, too.
The dress is a prettiness that's hard to
pass lightly, bodice smoothly covered
in lace, square of shoulder, good
quality All Rights, French-style Crago.
Colors: Royal Blue ground, White
trim, White ground, White Point,
White trim, White ground, White
Point, White, White, White ground,
White Point, White, White, White
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Abstract

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Trunks	2.0	2.0	2.2	2.4	2.6	2.8 (includes)
Telephones . . .	4.0 (2.0)	4.0 (2.0)	4.0	4.4	4.8 (2.0)	5.0 (2.0) (includes)

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featuring 1940 designs in Rambeline, famous All Rayon fabric
Interesting nubby texture, hard to wrinkle, easy to wash in Loo

RARE VALUE in Rambeline



* Fashion News

Widely talked in public for their waiflike and on-line waiflike plain in a clinging flared skirt. White Rayon and Cotton Rambeline collar and cuffs are easily removable. All Rayon Rayon. The skirt is gathered in a pretty double waist design.

Colors: Capes Blue ground, 11, Rose Wingground White ground, White's Blue Range: 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Shipping weight, ex. 1 pound 2 ounces. \$1.98

* Simply Smart!

Two feature smart two by two from cartilage neckline to a rare, slender looking neckline. Skirt is pleated front and back, has 2-inch hem. All Rayon Rayon. Follow in a new Rayon Rayon. The skirt is gathered in a pretty double waist design.

Colors: Mar Gray ground, Navy ground, or Navy Blue ground, White's Blue Range: 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Shipping weight, ex. 1 pound 2 ounces. \$1.98

* For Any Time

A softly detailed dress with a V-neckline. From feature (each on each shoulder). The skirt is pleated front and back, has 2-inch hem. All Rayon Rayon. Follow in a new Rayon Rayon. The skirt is gathered in a pretty double waist design.

Colors: Capes Blue ground, Navy ground, or Navy Blue ground, White's Blue Range: 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Shipping weight, ex. 1 pound 2 ounces. \$1.98

* Slenderizing

Slenderizing means dress. Finely ribbed around collar, a full skirt effect and down button front. The full skirt is evenly pleated front and back, 2-inch hem, many pockets. All Rayon Rayon. Follow in a new Rayon Rayon. The skirt is gathered in a pretty double waist design.

Colors: Capes Blue ground, Navy ground, or Navy Blue ground, White's Blue Range: 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Shipping weight, ex. 1 pound 2 ounces. \$1.98

* New! Dress With Its Own Matching Turban

Brilliant new fashion idea and an exciting low price! All Rayon Rayon. Follow in a new Rayon Rayon. The skirt is gathered in a pretty double waist design.

Colors: Capes Blue ground, Navy ground, or Navy Blue ground, White's Blue Range: 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Shipping weight, ex. 1 pound 2 ounces. \$1.98

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Numbers after color names refer to Color-Range, which shows you the colors. You will find the Color-Range following last index page in back of book.

BUDGET DRESSES SCORE AGAIN—

because Sears bring you these smart new Rayon dresses for Women, each as young in style as any fashion for misses . . . each a budget bargain

Young Ideas for Women

\$1.98
each
2 for \$3.88



\$2.59

These Three in Spun Rayon Rambles—See Description on Page 36

Stripes are tremendously popular! These are the latest tricky, whip-matched stripes that really dazzle. Here's your beloved checked dress in a new spin, with soft rambles details and an especially well-cut skirt. All Spun Rayon Rambles. Snap-placket for smooth fit. You'd call it a lounge at twice the price!

Colors: Apron Blue, Navy, or Light. Sometimes each with White stripes. Women's Size Range 34, 36, 38, 40, 42, 44. State size, color, Rayon Rumble below. Shpg. wt., ea., 1 lb. 6 oz. 7-8 6291—Each \$1.98

The season's brand new version of your favorite classic silhouette does . . . stripes, pretties, belting to keep you. Becoming matched collar, clever flap pockets and rambly hand detail. Rayon rambles only to love, making it easy to prove. In these All Spun Rayon Rambles, smart, ready fabric. Colors: Powder Blue 6288. The season's Blue 6289 or White.

Women's Size Range 34, 36, 38, 40, 42, 44. State size, color, Rayon Rumble below. Shipping weight, each, 1 pound 4 ounces. 7-8 6291—Each \$1.98

A colorful new trend—small print—on these Rayon Rumbles on All Spun Rayon Rambles. A pretty dress that is young and feminine with soft shirring at your shoulders, at the collar, light-colored rambles, and on the skirt. Here's hand to complete this season's perfect silhouette! Ornamental pin at neck.

Colors: Apron Blue, Navy Blue or Powder Blue grounds. Women's Size Range 34, 36, 38, 40, 42, 44. State size, color, Rayon Rumble below. Shpg. wt., 1 lb. 6 oz. 7-8 6292—Each \$1.98

Jacket and Dress

In Print or Plain

Test yourself to well-grounded American with a superbly styled dress that adds a young, mid-length jacket. Open shirred at shoulders, draped bodice. Impassive rayon rambles shirred in three locations of Rayon and Cotton Rumble. Ray with a sparkling sequined and flower. Shimmering rambles, full cut skirt. Snap-placket. In two good quality fabrics. Women's Size Range 34, 36, 38, 40, 42, 44. State size, color, Rayon Rumble at left. Shipping weight, ea., 1 lb. 6 oz.

All Rayon Rambles Rayon Cotton Print 7-8 6293—Navy ground with White Print or White ground with Navy Print . . . \$2.59
All Spun Rayon Rambles—Print Colors 7-8 6294—Navy 6295, Royal Blue 6296 or Dotted Navy 6297, all with 19 tube tulle . . . \$2.59

Measure Yourself . . . Each Time You Order. Page 1032 Explains How to Measure.

Women's Size Range			
Waist	34	36	38
Skirt	34	36	38
Waist	38	40	42
Skirt	38	40	42
Length	42	44	46

Short Women's Size Range			
Waist	40	42	44
Skirt	40	42	44
Waist	44	46	48
Skirt	44	46	48
Length	48	50	52





White dresses for all outdoors, anytime, any place
Becoming to suntan or peachbloom skins . . . Luxable . . . Lovely

Carefree Clothes in Dazzling White



A With Matching
Shirts

B

C With Matching
Shirts

D

• Fine Slub Rayon

\$3.98 Coarse slub rayon, specially constructed
shorts. Matching slip-placket
panty shorts, elastic girdle skirt, long
pleated skirt. Pearl-like buttons fastening
down front. Colors: White or Ocean Blue 722.
Waves' Size Range 12, 14, 16, 18, 20 only. Size
Range, Page 56. Waves' Size Range 22, 24, 26 only.
Size Range, Page 27. Skirt also, color.
7 F 2494—Shipp. wt., 1 lb. 7 oz. Dress and Skirt, \$3.48

• Very Fine Woven Chambray

\$3.49 Fabrics beautifully washed perfectly.
One Look. Colors: Ocean Blue 722 or
Natural Blue 205. Skirt also, color.
7 F 2497—Dress and Skirt, Skirt also, . . . \$3.49

• Rayon Sharkskin

\$3.98 Fine quality—slub, and
dark in this summer suit.
Full length short-sleeved
shorts. The front of the neckline jacket with
dramatic pockets. New short-
length swing skirt is high waisted for
short skirt look, and is slip-placketed.
Wash both pieces with other things.
Wash in 2nd!
Colors: Ocean Blue 482 or White.
Waves' Size Range: 12, 14, 16, 18, 20
only. Skirt also, color: Sea Shell.
Page 53. Skirt, wt., each, 1 lb. 1 oz.
7 F 2495—Dress and Skirt, . . . \$3.98

• Fine Cotton Figue

\$2.98 Same style but with
figured cloth.
Washes' colors: White
or Princess Yellow 188. Skirt also, color.
7 F 2490—Dress and Skirt, . . . \$2.98

• For Juniors

\$3.98 New slub by
"Vital Vases"
well-known fam-
ous designer, in a fine Rayon
fabric. It has the important
new by front, rounded hem-
line closing from top to hem;
a pocket, front and back, and
a woven girdle skirt. Covers
slip skirt and beautifully
cut slip panty shorts to
match. Skirt and panty
match the button-like look.
Colors: Ocean White with
Red Trim or Aqua 230 with
Beige Trim.

Juniors' Size Range 12, 14,
16, 18, 20. Skirt also, color:
Sea Shell or Red.
7 F 2413—Shipp. weight,
1 pound 4 ounces.
Dress and Skirt, . . . \$3.98

• Rayon Gabardine

\$3.98 Superbly tailored skirt
and skirt of Fine Rayon
Gabardine. Broad skirt.
Down slip-skirt, has button-like
look. Skirt has convertible collar, two
pocket pockets, skirted pockets, front
and back. Smart worn in or out.
Colors: Ocean Blue 722, Princess
Yellow 188 or White. Waves' Size
Range 12, 14, 16, 18, 20, 22. Skirt
also, color: Sea Shell. Page 56.
7 F 2411—Shipp. wt., 1 lb. 7 oz.
Skirt and Skirt Dress, . . . \$3.98

• Skirt or Skirt Alone

\$2.90 Skirt, wt., each, 12 oz.
7 F 2414—12-18 Size Skirt only.
Skirt Skirt 22, 24, 26, 28,
30, 32 in. . . . \$2.90
7 F 2417—Waves' Skirt only.
Skirt Skirt, Page 41. . . . \$2.90



READ PAGE 38

Send your order to Sears Roebuck Mail Order Bureau, allow postage from there. Forms on these two pages at \$1.00
and over, sent from New York. Shoppers after color names color to color-length following last index page.



Plaids, checks and stripes done in the 1940 manner
 Carefree casuals for a season of young, active life

The Pattern of Fashion



Exclusive Print!

\$1.69 Exquisite new pattern—plaid, checks, stripes in English-type, fine quality cotton, suit exclusively designed for Sears. Made up in a Victorian neckline (plaid), with wideband plaid skirt. Shatter-plaided separate skirt in the smart shorter length! Instantly smart. Looks like a sports dress. Washable.
 Colors: White ground with Red, Green, White and Black Plaid and Red Stripes; or Aqua ground with Black, Amethyst, Royal and Deep Aqua Plaid and White. Shipping weight, 1 pound 9 oz.
 Sizes: Size Range 12, 14, 16, 18, 20 only. Skirt size and color, Size Range, Page 34.
 27 13179 Skirts \$1.49

In Two Fabrics

\$1.98 You may have this smart outfit with the striped skirt matching the plain blouse, or shown above in all-onesie. Your skirt is in one.
 Colors: Size Range 12, 14, 16, 18, 20, 22. Skirt size, color Size Range, Pg. 40. Skirt, v.l., ex., 1 lb. 3 oz.
 Fine Quality All Sport Knives
 Colors: Shades in Royal Blue 504 or Deep Blue 614 with matching skirt striped in white.
 27 13178—Long Skirtes \$1.98
 27 13179—Short Skirtes \$1.49
 Plain Plus All Sport Knives
 Colors: White, Aqua 570 or Beige 580.
 27 13180—Short Skirtes \$1.98
 27 13181 \$1.98

Plaid or Plain

\$2.98 One-piece playmate with separate & good new, shorter length skirt. Fine novelty woven rayon in a gingham plaid pattern—very fashionable this year! Skirt new by length chosen in waist and skirt. Looks like a novel dress when buttoned up. Also in plain color Skirtsize.
 Colors: Size Range 12, 14, 16, 18, 20, 22. Skirt size and color see Size Range on Page 34. Shipping weight, ex., 1 lb. 1 oz.
 27 13174—Royal Blue and White Plaid; or Scarlet and White Plaid Skirt \$2.98
 In Plain Fine Rayon Skirtsize
 27 13175—White or Aqua 570 Skirt \$2.98

Choice of Three Fine Fabrics

A stunning set of slacks—casual jacket, skirt, slacks, shorts—beautifully tailored. Leather-like belt, novelty buttons. Wear together or mix with other clothes.
 Colors: Size Range 12, 14, 16, 18, 20, 22. Skirt size, color Size Range for Skirts, Page 40; for Slacks, Page 41.
 Woven Cheviot Rayon Skirtsize, Skirt and waist
 27 13182—Jacket, Skirt, Skirt and Skirt Set
 Shipping weight, 3 pounds 4 Pounds \$6.98
 27 13183—Jacket, Skirt and Skirt Set. Shipping weight, 3 pound 5 ounces 3 Pounds \$4.98
 27 13184—Jacket and Skirt only. Shipping weight, 3 pound 2 ounces 3 Pounds \$3.98
 Fine Quality Plain Color Rayon Skirtsize
 Colors: Skirtsize, Skirtsize, Skirtsize
 Rayon Skirtsize in Fashion Novel! This material, sketched to that in men's fine slacks style, is so smart, soft, tailors so beautifully. Buttons match leather-like belt.
 Colors: Skirtsize 700 or Skirtsize Range 300.
 27 13185—Jacket, Skirt, Skirt and Skirt Set. Shipping weight, 3 pounds 4 Pounds \$6.98
 27 13186—Jacket, Skirt and Skirt Set. Shipping weight, 3 pound 11 ounces 3 Pounds \$4.98
 27 13187—Jacket and Skirt. Shipping weight, 3 pound 8 ounces 3 Pounds \$3.98
 Plain Rayon Skirtsize: White only, Cool, Crisp.
 27 13188—Jacket and Skirt only. Shipping weight, 3 pound 2 ounces 3 Pounds \$3.98

A Great American fashion which started with well-dressed college girls
then swept the country...Wear them smartly! Everywhere, anytime.
Be smart! Enjoy these new styles now on Easy Payments...see Page 1038

Good Companions for All Outdoors

Change-About Tailored Blouse

An Entitled "ME" on the pocket—has it on everything ideal! This popular tailored look-in style goes beautifully with either suits or skirts. Wear the new stitched-in front closing with four buttons below the back hole. Good quality All Rayon Fiddle Crepe. Size Range 30, 32, 34, 36, 38 in. State size, Shpg. wt., 11 oz. **77 13193**—White with available Navy Blue Embroidery...**\$1.29**

Change-About Skirt

An exciting new fashion has—rich colored stripes in two-tone shades. Look like belt through waistband loops. Belt, unstitched pleats back and front. Zipper-closure. Jacket's Size Range 12, 14, 16, 18, 20. State size Size Range, Page 42. Shpg. wt., each, 11 oz. **77 13441**—40% Wool, balance Cotton and Rayon...**\$2.49**
77 13442—All rayon Rayon...**\$1.99**

Change-About Sweater

High-necked, solid line, open short sleeves, young best machine. Fine finished All Wool Knitwear, Colors (especially dyed to match) Placed Skirt (D) Striped Skirt, Brown 114, Green 770, Green 478, White, Red 1000. Size Range 30, 32, 34, 36, 38, 40 in. State size, color. **77 13218**—Shpg. wt., 9 oz. (Shipped from New York) ...**\$1.29**

Change-About 4-Gore Skirt

An outstanding style in true two shades. White is the back for a dress costume! Worn closely over the knee, hem and below. Zip closure. Skirt's Size Range 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000. State size, color. **77 13472**—40% Wool, balance Cotton and Rayon (Shipped from New York) ...**\$1.99**
77 13473—White Cotton Poplin...**\$1.09**



Blouse
\$1.29

Sweater
\$1.39



Change-About Jacket

\$3.98 Styled by one of America's leading jacket designers. Flattering Cordigan neckline. Rayon lined robe and sleeves. Fine 60% Wool, balance Rayon. Beautifully finished pleats. Length, about 22 in. Skirt's Size Range 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000. State size, color. **77 13441**—Blue effect skirt...**\$1.99**
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77 13601—Blue effect skirt...**\$1.99**
77 13602—Blue effect skirt...**\$1.99**
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77 13646—Blue effect skirt...**\$1.99**
77 136

Blouses and Skirts are more important than ever before

Blossom Out in Blouses



Jewelry Blouse

New! Charmante Jewelry blouse, complete with its own lovely chain-buckle (key) necklace. In two main fabrics. Modest waistline. Bust Sizes 32, 34, 36, 38 in. State size and color. Shipping weight, 10 ounces.

For Rayon Satin P P 10021-Lavender, White or Navy \$1.98

For Rayon Peltie Cape P P 10290-White or Navy Blue \$2.20

Rayon Satin Top

Flattering ruffled blouse—delicately elegant. Two-bust hole. Clip included. In two main or Rayon Satin. Washes beautifully in Lux. Bust Sizes 32, 34, 36, 38, 40, 42, 44 inches. State size, color. Shipping weight, each, 10 in. Cotton, 5th and Rayon (see P P 10071) Navy, White... \$1.98

All Rayon Tops P P 10314-White or Pink \$1.98

Rayon Chiffon

Our version of a high priced young and chic blouse. Pleated, lapped-up yoke trimmed with tiny pearl-like buttons. Yoke to shoulder. Rusty-chasing, tie-back belt. Fine quality 100% Rayon Chiffon. Wash in Lux. Bust Sizes 32, 34, 36, 38, 40, 42, 44 in. State size, color. Shipping weight, 10 ounces. P P 11197-All Colors Pink, Green, Navy, White... \$2.20

Striped Short

Stripes are fashion now! This one, group-striped short with its new, long, full bishop sleeves, style 1980. Close buttoning, parallel darts. In front, snug waistband. Long press waistline. Rusty-chasing. Fine All Rayon Chiffon—soft, lustrous. Wash in Lux. Bust Sizes 32, 34, 36, 38, 40, 42 in. State size. Shipping weight, 10 ounces. P P 10574-Multi-color Stripes... \$1.98



Special Sale! 50% off! 50% off! 50% off!

Made any number of matching costumes—with this skirt and blouse. The skirt is a fashion-sensational Skirted waistband, zip placket. Blue and in 10 slightly over hips, and full at the hem.

For Rayon Satin P P 10021-Lavender, White or Navy \$1.98

For Rayon Peltie Cape P P 10290-White or Navy Blue \$2.20

For Rayon Satin P P 10071-Lavender, White or Navy \$1.98

For Rayon Peltie Cape P P 10290-White or Navy Blue \$2.20

For Rayon Satin P P 10071-Lavender, White or Navy \$1.98

For Rayon Peltie Cape P P 10290-White or Navy Blue \$2.20



Dress-Up Lace

Lace-trimmed young jacket blouse that is feminine beauty with its own lines. Irregular lapped-up collar and figure-molding yokes. Half belt ties in back to give you the most secure wrap-around look. Specially slim button down the front. Made of fine quality Cotton, 5th and Rayon Satin. Dress up again for your dinner-dinner, day shirt and evening skirt. Wash in Lux. Bust Sizes 32, 34, 36, 38, 40 inches. State size, color. Shipping weight, 10 ounces. P P 11197-All Colors Pink, Green, Navy, White... \$2.20

Rippling Paphum

Fashion's new trend excitement! A stunning fit the jacket blouse with a rippling back paphum (see small view). Wide shoulders, modest neckline. Natural collar, and curved belt ties. Front closing. Transforms your skirt into a glamorous dress. Comes in two of the season's most popular fabrics. Bust Sizes 32, 34, 36, 38, 40 inches. State size, color. Shipping weight, 12 ounces. Rayon and Cotton Paphum P P 10281-White P P 10282-Navy \$1.79

For Cotton Paphum P P 10283-White... \$1.19

Rayon Satin

Blouses are juster than ever. Here's a shining star in fine Rayon Satin in navy with day or evening shirt. The long sleeves with plenty of fullness, wide yoke, deeply waistband and a fully closed collar. Rows of tiny stitches on pleckly collar and cuffs. Pearl-like buttons on front closing, stitched cuffs. Wash in Lux. Bust Sizes 32, 34, 36, 38, 40 inches. State size. Shipping weight, 12 ounces. P P 10140-Navy Blue P P 10141-White P P 10142-Gold \$1.98

Peltie Crepe

So beautifully styled, so wearable, so inexpensive—why not have one in each color? A blouse you never get tired of wearing—dresses good looks in every detail! Nicely made, with an interesting lapel and lovely shaping treatment. Rusty-chasing, button-down waistline, closed collar. Fine All Rayon Peltie Cape. Wash in Lux. Bust Sizes 32, 34, 36, 38, 40, 42 inches. State size. Shipping weight, 10 ounces. P P 11197-Princess Yellow P P 11198-Pink P P 11199-Blue \$1.29

One sure method of making your wardrobe seem larger

Change-About with New Skirts



Flops for 1940

New variation of new fashion. Flops have cut skirts. Elastic waistband attaches to cut-back to fit you. Zip pleated. Length, about 28 in.

Miss Small (in waist 24-26.5 in.) Black, 77-28-28 (in 1) 14-20 (50-51-52 in 1) Special 100-104-106-108-110-112-114-116-118-120-122-124-126-128-130-132-134-136-138-140-142-144-146-148-150-152-154-156-158-160-162-164-166-168-170-172-174-176-178-180-182-184-186-188-190-192-194-196-198-200-202-204-206-208-210-212-214-216-218-220-222-224-226-228-230-232-234-236-238-240-242-244-246-248-250-252-254-256-258-260-262-264-266-268-270-272-274-276-278-280-282-284-286-288-290-292-294-296-298-300-302-304-306-308-310-312-314-316-318-320-322-324-326-328-330-332-334-336-338-340-342-344-346-348-350-352-354-356-358-360-362-364-366-368-370-372-374-376-378-380-382-384-386-388-390-392-394-396-398-400-402-404-406-408-410-412-414-416-418-420-422-424-426-428-430-432-434-436-438-440-442-444-446-448-450-452-454-456-458-460-462-464-466-468-470-472-474-476-478-480-482-484-486-488-490-492-494-496-498-500-502-504-506-508-510-512-514-516-518-520-522-524-526-528-530-532-534-536-538-540-542-544-546-548-550-552-554-556-558-560-562-564-566-568-570-572-574-576-578-580-582-584-586-588-590-592-594-596-598-600-602-604-606-608-610-612-614-616-618-620-622-624-626-628-630-632-634-636-638-640-642-644-646-648-650-652-654-656-658-660-662-664-666-668-670-672-674-676-678-680-682-684-686-688-690-692-694-696-698-700-702-704-706-708-710-712-714-716-718-720-722-724-726-728-730-732-734-736-738-740-742-744-746-748-750-752-754-756-758-760-762-764-766-768-770-772-774-776-778-780-782-784-786-788-790-792-794-796-798-800-802-804-806-808-810-812-814-816-818-820-822-824-826-828-830-832-834-836-838-840-842-844-846-848-850-852-854-856-858-860-862-864-866-868-870-872-874-876-878-880-882-884-886-888-890-892-894-896-898-900-902-904-906-908-910-912-914-916-918-920-922-924-926-928-930-932-934-936-938-940-942-944-946-948-950-952-954-956-958-960-962-964-966-968-970-972-974-976-978-980-982-984-986-988-990-992-994-996-998-1000-1002-1004-1006-1008-1010-1012-1014-1016-1018-1020-1022-1024-1026-1028-1030-1032-1034-1036-1038-1040-1042-1044-1046-1048-1050-1052-1054-1056-1058-1060-1062-1064-1066-1068-1070-1072-1074-1076-1078-1080-1082-1084-1086-1088-1090-1092-1094-1096-1098-1100-1102-1104-1106-1108-1110-1112-1114-1116-1118-1120-1122-1124-1126-1128-1130-1132-1134-1136-1138-1140-1142-1144-1146-1148-1150-1152-1154-1156-1158-1160-1162-1164-1166-1168-1170-1172-1174-1176-1178-1180-1182-1184-1186-1188-1190-1192-1194-1196-1198-1200-1202-1204-1206-1208-1210-1212-1214-1216-1218-1220-1222-1224-1226-1228-1230-1232-1234-1236-1238-1240-1242-1244-1246-1248-1250-1252-1254-1256-1258-1260-1262-1264-1266-1268-1270-1272-1274-1276-1278-1280-1282-1284-1286-1288-1290-1292-1294-1296-1298-1300-1302-1304-1306-1308-1310-1312-1314-1316-1318-1320-1322-1324-1326-1328-1330-1332-1334-1336-1338-1340-1342-1344-1346-1348-1350-1352-1354-1356-1358-1360-1362-1364-1366-1368-1370-1372-1374-1376-1378-1380-1382-1384-1386-1388-1390-1392-1394-1396-1398-1400-1402-1404-1406-1408-1410-1412-1414-1416-1418-1420-1422-1424-1426-1428-1430-1432-1434-1436-1438-1440-1442-1444-1446-1448-1450-1452-1454-1456-1458-1460-1462-1464-1466-1468-1470-1472-1474-1476-1478-1480-1482-1484-1486-1488-1490-1492-1494-1496-1498-1500-1502-1504-1506-1508-1510-1512-1514-1516-1518-1520-1522-1524-1526-1528-1530-1532-1534-1536-1538-1540-1542-1544-1546-1548-1550-1552-1554-1556-1558-1560-1562-1564-1566-1568-1570-1572-1574-1576-1578-1580-1582-1584-1586-1588-1590-1592-1594-1596-1598-1600-1602-1604-1606-1608-1610-1612-1614-1616-1618-1620-1622-1624-1626-1628-1630-1632-1634-1636-1638-1640-1642-1644-1646-1648-1650-1652-1654-1656-1658-1660-1662-1664-1666-1668-1670-1672-1674-1676-1678-1680-1682-1684-1686-1688-1690-1692-1694-1696-1698-1700-1702-1704-1706-1708-1710-1712-1714-1716-1718-1720-1722-1724-1726-1728-1730-1732-1734-1736-1738-1740-1742-1744-1746-1748-1750-1752-1754-1756-1758-1760-1762-1764-1766-1768-1770-1772-1774-1776-1778-1780-1782-1784-1786-1788-1790-1792-1794-1796-1798-1800-1802-1804-1806-1808-1810-1812-1814-1816-1818-1820-1822-1824-1826-1828-1830-1832-1834-1836-1838-1840-1842-1844-1846-1848-1850-1852-1854-1856-1858-1860-1862-1864-1866-1868-1870-1872-1874-1876-1878-1880-1882-1884-1886-1888-1890-1892-1894-1896-1898-1900-1902-1904-1906-1908-1910-1912-1914-1916-1918-1920-1922-1924-1926-1928-1930-1932-1934-1936-1938-1940-1942-1944-1946-1948-1950-1952-1954-1956-1958-1960-1962-1964-1966-1968-1970-1972-1974-1976-1978-1980-1982-1984-1986-1988-1990-1992-1994-1996-1998-2000-2002-2004-2006-2008-2010-2012-2014-2016-2018-2020-2022-2024-2026-2028-2030-2032-2034-2036-2038-2040-2042-2044-2046-2048-2050-2052-2054-2056-2058-2060-2062-2064-2066-2068-2070-2072-2074-2076-2078-2080-2082-2084-2086-2088-2090-2092-2094-2096-2098-2100-2102-2104-2106-2108-2110-2112-2114-2116-2118-2120-2122-2124-2126-2128-2130-2132-2134-2136-2138-2140-2142-2144-2146-2148-2150-2152-2154-2156-2158-2160-2162-2164-2166-2168-2170-2172-2174-2176-2178-2180-2182-2184-2186-2188-2190-2192-2194-2196-2198-2200-2202-2204-2206-2208-2210-2212-2214-2216-2218-2220-2222-2224-2226-2228-2230-2232-2234-2236-2238-2240-2242-2244-2246-2248-2250-2252-2254-2256-2258-2260-2262-2264-2266-2268-2270-2272-2274-2276-2278-2280-2282-2284-2286-2288-2290-2292-2294-2296-2298-2300-2302-2304-2306-2308-2310-2312-2314-2316-2318-2320-2322-2324-2326-2328-2330-2332-2334-2336-2338-2340-2342-2344-2346-2348-2350-2352-2354-2356-2358-2360-2362-2364-2366-2368-2370-2372-2374-2376-2378-2380-2382-2384-2386-2388-2390-2392-2394-2396-2398-2400-2402-2404-2406-2408-2410-2412-2414-2416-2418-2420-2422-2424-2426-2428-2430-2432-2434-2436-2438-2440-2442-2444-2446-2448-2450-2452-2454-2456-2458-2460-2462-2464-2466-2468-2470-2472-2474-2476-2478-2480-2482-2484-2486-2488-2490-2492-2494-2496-2498-2500-2502-2504-2506-2508-2510-2512-2514-2516-2518-2520-2522-2524-2526-2528-2530-2532-2534-2536-2538-2540-2542-2544-2546-2548-2550-2552-2554-2556-2558-2560-2562-2564-2566-2568-2570-2572-2574-2576-2578-2580-2582-2584-2586-2588-2590-2592-2594-2596-2598-2600-2602-2604-2606-2608-2610-2612-2614-2616-2618-2620-2622-2624-2626-2628-2630-2632-2634-2636-2638-2640-2642-2644-2646-2648-2650-2652-2654-2656-2658-2660-2662-2664-2666-2668-2670-2672-2674-2676-2678-2680-2682-2684-2686-2688-2690-2692-2694-2696-2698-2700-2702-2704-2706-2708-2710-2712-2714-2716-2718-2720-2722-2724-2726-2728-2730-2732-2734-2736-2738-2740-2742-2744-2746-2748-2750-2752-2754-2756-2758-2760-2762-2764-2766-2768-2770-2772-2774-2776-2778-2780-2782-2784-2786-2788-2790-2792-2794-2796-2798-2800-2802-2804-2806-2808-2810-2812-2814-2816-2818-2820-2822-2824-2826-2828-2830-2832-2834-2836-2838-2840-2842-2844-2846-2848-2850-2852-2854-2856-2858-2860-2862-2864-2866-2868-2870-2872-2874-2876-2878-2880-2882-2884-2886-2888-2890-2892-2894-2896-2898-2900-2902-2904-2906-2908-2910-2912-2914-2916-2918-2920-2922-2924-2926-2928-2930-2932-2934-2936-2938-2940-2942-2944-2946-2948-2950-2952-2954-2956-2958-2960-2962-2964-2966-2968-2970-2972-2974-2976-2978-2980-2982-2984-2986-2988-2990-2992-2994-2996-2998-3000-3002-3004-3006-3008-3010-3012-3014-3016-3018-3020-3022-3024-3026-3028-3030-3032-3034-3036-3038-3040-3042-3044-3046-3048-3050-3052-3054-3056-3058-3060-3062-3064-3066-3068-3070-3072-3074-3076-3078-3080-3082-3084-3086-3088-3090-3092-3094-3096-3098-3100-3102-3104-3106-3108-3110-3112-3114-3116-3118-3120-3122-3124-3126-3128-3130-3132-3134-3136-3138-3140-3142-3144-3146-3148-3150-3152-3154-3156-3158-3160-3162-3164-3166-3168-3170-3172-3174-3176-3178-3180-3182-3184-3186-3188-3190-3192-3194-3196-3198-3200-3202-3204-3206-3208-3210-3212-3214-3216-3218-3220-3222-3224-3226-3228-3230-3232-3234-3236-3238-3240-3242-3244-3246-3248-3250-3252-3254-3256-3258-3260-3262-3264-3266-3268-3270-3272-3274-3276-3278-3280-3282-3284-3286-3288-3290-3292-3294-3296-3298-3300-3302-3304-3306-3308-3310-3312-3314-3316-3318-3320-3322-3324-3326-3328-3330-3332-3334-3336-3338-3340-3342-3344-3346-3348-3350-3352-3354-3356-3358-3360-3362-3364-3366-3368-3370-3372-3374-3376-3378-3380-3382-3384-3386-3388-3390-3392-3394-3396-3398-3400-3402-3404-3406-3408-3410-3412-3414-3416-3418-3420-3422-3424-3426-3428-3430-3432-3434-3436-3438-3440-3442-3444-3446-3448-3450-3452-3454-3456-3458-3460-3462-3464-3466-3468-3470-3472-3474-3476-3478-3480-3482-3484-3486-3488-3490-3492-3494-3496-3498-3500-3502-3504-3506-3508-3510-3512-3514-3516-3518-3520-3522-3524-3526-3528-3530-3532-3534-3536-3538-3540-3542-3544-3546-3548-3550-3552-3554-3556-3558-3560-3562-3564-3566-3568-3570-3572-3574-3576-3578-3580-3582-3584-3586-3588-3590-3592-3594-3596-3598-3600-3602-3604-3606-3608-3610-3612-3614-3616-3618-3620-3622-3624-3626-3628-3630-3632-3634-3636-3638-3640-3642-3644-3646-3648-3650-3652-3654-3656-3658-3660-3662-3664-3666-3668-3670-3672-3674-3676-3678-3680-3682-3684-3686-3688-3690-3692-3694-3696-3698-3700-3702-3704-3706-3708-3710-3712-3714-3716-3718-3720-3722-3724-3726-3728-3730-3732-3734-3736-3738-3740-3742-3744-3746-3748-3750-3752-3754-3756-3758-3760-3762-3764-3766-3768-3770-3772-3774-3776-3778-3780-3782-3784-3786-3788-3790-3792-3794-3796-3798-3800-3802-3804-3806-3808-3810-3812-3814-3816-3818-3820-3822-3824-3826-3828-3830-3832-3834-3836-3838-3840-3842-3844-3846-3848-3850-3852-3854-3856-3858-3860-3862-3864-3866-3868-3870-3872-3874-3876-3878-3880-3882-3884-3886-3888-3890-3892-3894-3896-3898-3900-3902-3904-3906-3908-3910-3912-3914-3916-3918-3920-3922-3924-3926-3928-3930-3932-3934-3936-3938-3940-3942-3944-3946-3948-3950-3952-3954-3956-3958-3960-3962-3964-3966-3968-3970-3972-3974-3976-3978-3980-3982-3984-3986-3988-3990-3992-3994-3996-3998-4000-4002-4004-4006-4008-4010-4012-4014-4016-4018-4020-4022-4024-4026-4028-4030-4032-4034-4036-4038-4040-4042-4044-4046-4048-4050-4052-4054-4056-4058-4060-4062-4064-4066-4068-4070-4072-4074-4076-4078-4080-4082-4084-4086-4088-4090-4092-4094-4096-4098-4100-4102-4104-4106-4108-4110-4112-4114-4116-4118-4120-4122-4124-4126-4128-4130-4132-4134-4136-4138-4140-4142-4144-4146-4148-4150-4152-4154-4156-4158-4160-4162-4164-4166-4168-4170-4172-4174-4176-4178-4180-4182-4184-4186-4188-4190-4192-4194-4196-4198-4200-4202-4204-4206-4208-4210-4212-4214-4216-4218-4220-4222-4224-4226-4228-4230-4232-4234-4236-4238-4240-4242-4244-4246-4248-4250-4252-4254-4256-4258-4260-4262-4264-4266-4268-4270-4272-4274-4276-4278-4280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Lacy Jabot or Trim Eyelet Plaque

Practical, indeed, is a blouse that puts new life into your wardrobe. Lacy jabot, featuring shirled collar, pulled sleeves are all edged with fine cotton lace. Belt runs in back. Front neck closing, wrap-up front. Fine quality All rayon fabric. Colors: Ever 8 opening, wash in hot. Size: 30, 32, 34, 36, 38, 40, 42, 44 inches. Style no. Shipping weight, 7 oz. PP 8 1213—Suzanne Rose 500 PP 8 1214—White . . . \$1.29

The lacy elegance of the women in Philadelphia is the reason—dancing white, sophisticated eyelet. Quality eyelet collar edged with fine cotton lace. Darts front and bottom of blouse. Drivins, a pretty touch, slip over the front buttons. Designed by a high-priced designer. Wash in hot. Size: 30, 32, 34, 36, 38, 40 inches. Style no. Shipping weight, 6 oz. PP 8 1208—White . . . \$1.29



②



Also with Long Sleeves



\$1⁰⁰
Each

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③

Why choose low quality All rayon blouses to sell? Because in this new blouse, perfect-fitted in front. Apparently young—this is truly youthful. Quality front neck closing. Use lace. Size: 30, 32, 34, 36, 38, 40 in. Style no. Shipping weight, 6 oz. PP 8 1212—Cotton Pink 602 PP 8 1213—White PP 8 1214—Moccasin 718 . . . \$1.29

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Delays and delays! Instead of new blouses—a brand new blouse. In colorful gingham stripes that you can wear with many clothes. Size: 30, 32, 34, 36, 38, 40 in. Style no. Shipping weight, 10 oz. PP 8 1216—Short Sleeves . . . \$1.00 PP 8 1217—Long Sleeves . . . \$1.29

See Striped Cotton Blue Blouses. Plain colors. Long sleeves. PP 8 1218—Short Sleeves . . . \$1.29 PP 8 1219—Long Sleeves . . . \$1.29

1948 version of our loved neck-and-shoulder blouse! Fine stitching detail—wonderful collar! Size: 30, 32, 34, 36, 38, 40, 42 in. Style no. Shipping weight, 7 oz. PP 8 1220—Short Sleeves . . . \$1.00 PP 8 1221—Long Sleeves . . . \$1.29



④

Why choose low quality All rayon blouses to sell? Because in this new blouse, perfect-fitted in front. Apparently young—this is truly youthful. Quality front neck closing. Use lace. Size: 30, 32, 34, 36, 38, 40 in. Style no. Shipping weight, 6 oz. PP 8 1222—Cotton Pink 602 PP 8 1223—White PP 8 1224—Moccasin 718 . . . \$1.29

Isabel House of this permanent fabric. Openly, underlined all over. Embroid, front and bottom. Cotton lace trimming, crocheted bottom front. Wash in hot. Size: 30, 32, 34, 36, 38, 40 in. Style no. Shipping weight, 7 oz. PP 8 1225—White . . . \$1.29

Delays and delays! Instead of new blouses—a brand new blouse. In colorful gingham stripes that you can wear with many clothes. Size: 30, 32, 34, 36, 38, 40 in. Style no. Shipping weight, 10 oz. PP 8 1226—Short Sleeves . . . \$1.00 PP 8 1227—Long Sleeves . . . \$1.29

See Striped Cotton Blue Blouses. Plain colors. Long sleeves. PP 8 1228—Short Sleeves . . . \$1.29 PP 8 1229—Long Sleeves . . . \$1.29

1948 version of our loved neck-and-shoulder blouse! Fine stitching detail—wonderful collar! Size: 30, 32, 34, 36, 38, 40, 42 in. Style no. Shipping weight, 7 oz. PP 8 1230—Short Sleeves . . . \$1.00 PP 8 1231—Long Sleeves . . . \$1.29